

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

VOL. LXXIV.

NEW YORK, FEBRUARY 9, 1911.

No. 6



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FEB 10 1911

GENERAL LIBRARY

We have some fine clients in the making—business firms who are getting closer to us. They have been reported off Nantucket, so to speak, and are due to arrive before long.

If they were really on a liner we should feel better about it, for liners arrive in spite of conditions, while advertisers-to-be are inclined to wait for some rare day, when breezes are soft and skies are fair.

The great value of advertising lies in its propelling power—its ability to overcome obstacles and carry a business through adverse conditions. A man's location may be poor; his competition fierce; his margin microscopic; his hold on the trade slight; yet with good advertising he is able to overcome these things.

We say this because we know it. The book of our experience shows what has been done under many different and difficult circumstances. We have something of positive value. We are eager to strike hands with business men who have real problems—to get together—in their day and ours.

A line, or wire, or 'phone will bring a prompt response.

Philadelphia

New York

Boston

Chicago

Every Farmer Keeps House

And he uses every sort of housekeeping convenience used by his city cousin.

Moreover, in more than 75% of the cases he owns his house. He is equipping it permanently.

He can and does buy better grades of merchandise for this very reason.

When he buys a piece of furniture there is no thought of buying cheap "because it may not fit in the next flat."

When he buys a kitchen convenience he buys it to use until natural wear and tear or further improvements necessitates replacing it.

There is no thought that he must leave it

behind for the next tenant; no wondering whether "the next house may have one built in."

This permanent house-keeping feature of farm life combined with the farmer's continued prosperity and his desire for better goods, is one of the facts in producing the proven results which show that



Standard Farm Papers

are Wallaces' Farmer
The Kansas Farmer
Farm The Wisconsin Agriculturist
The Indiana Farmer
Papers Field & Farm, Denver
The Farmer, St. Paul
Home and Farm, Louisville
of The Oklahoma Farm Journal
The Ohio Farmer
Known The Michigan Farmer
The Breeder's Gazette
Value Hoard's Dairyman

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row,
New York City.

Geo. W. Herbert
Western Representative
First National Bank Bldg.
Chicago

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"BETWEEN THE LINES" IN ADVERTISING COPY.

CONNOTATIONS OF WORDS AND PHRASES IMPORTANT TO CONSIDER—MEANINGS THAT GIVE SERIOUS OFFENSE OR DISCOUNT THE INTENDED EFFECT—ILLUSTRATIONS OF ILL-CONSIDERED COPY WITH UNINTENDED MEANINGS AND EFFECTS STICKING OUT "BETWEEN THE LINES."

By Roy W. Johnson.

Our language is still far from being scientifically exact. The words and phrases persist in suggesting ideas which are not specifically expressed in the meaning of the word or phrase.

Take, for instance, the word *patriot*. The specific meaning—the denotation—of *patriot* is one who loves his country more than himself. But speak of "the patriots in the Senate chamber debating the tariff," and you get an entirely different impression from the word *patriot*. The idea called to your mind is very different. The word is the same, you have used it in a grammatical and rhetorical sense, yet its connotation has given it, in every practical sense, a different meaning.

In other words, connotation is the power of suggestion in written words. I am not considering spoken words which may be affected by accent, inflection, etc. Connotation is that which is read between the lines. It is, so to speak, what isn't there, yet is often more potent than that which is there. It is "hitting them where they ain't."

Connotation is that which makes the difference between the dictionary meaning and the true meaning of a word. The dictionary catches

up with the true meaning with every new edition, then drops behind again. And the successful advertising man must keep ahead of the dictionary, and abreast of the language. He must look behind the mere words. He must see what the reader is going to see in a particular sentence. The art of expressing things without saying them is a big part of his business. We are all of us interested in connotation, though we may object to calling it by name.

So much for general definition and discussion. Let's get down to cases.

We are all familiar with the advertisement which offers a gold watch chain and charm for an insignificant sum, and presents a picture of three articles when only two are mentioned. Of course this is a crude example, and is deception pure and simple. The cupidity of the prospective purchaser deceives him by connoting a comma between the words watch and chain. Nowhere is it stated that a watch is part of the offer, yet the success of the business depends upon such an assumption by the reader.

Don't imagine, however, that connotation is operative only in attempts to deceive. Saying one thing and meaning another is a very simple application of it. It crops out quite unexpectedly sometimes, and often has the opposite effect from that noted in the above instance.

Great as has been the cash-register business, it probably might have grown to still larger proportions had it not been for the inevitable suggestion in the advertising that all clerks are crooks. Nothing of the kind was directly stated—far from it. In fact, such an implication was

skilfully avoided as far as was possible. Yet it cropped out in nearly every advertisement on the subject. You cannot print this sentence: "Are you sure that you get all the money which comes into your store?" without saying, in effect: "Watch out for thieves among your clerks."

ADVERTISING THAT MAKES EMPLOYEES FEARFUL.

Time and again the sale of an adding machine has been prevented because some employee believed that it would cause the loss of his job. In many of these instances the advertising connoted it for him, in spite of every effort on the part of the advertisers to prevent that very suggestion. For when you say that a man can get his work done quicker and easier, it is not a far cry to the assumption that he can do it with less help.

Perhaps it is not possible to remove every particle of this objectionable connotation from such advertising, but much of it can be obviated by recognizing that the tendency exists, and taking care in the preparation of the copy.

For examples of connotation, good and bad, I skimmed through a January magazine. They are not hard to find. In fact, specific instances may be located on almost any page. I find the following in an ad of the National Phonograph Company:

Many people think that all sound-reproducing instruments are Edison's. The mistake is natural, because Thomas A. Edison invented the talking machine idea and made the first instrument that would reproduce the human voice.

But Mr. Edison is not responsible for all instruments of this kind.

Notice the last sentence. Without the least suggestion of knocking, without casting a slur or a single adverse criticism, the implication is forced home that the wizard of West Orange would be ashamed to assume the paternity of any other talking machine. Take the word *responsible* out, and substitute any other you please. Can you get the meaning?

Yet the negative side is not all there is to it, for the sentence implies that Mr. Edison is respon-

sible for his own invention—responsible for one and ashamed of the rest. The denotation of the phrase is unimportant, for it is a direct negative. But the connotation is positive and emphatic.

Steger supremacy is the cumulative result of the musical knowledge and creative genius of generations of a family of master piano builders applied to the attainment of a lofty ideal for art's sake.

Read it over again. You surely didn't get the meat of it that first time—and neither will the reader of the ad from which it is taken. It denotes the arrival of the millennium, the attainment of ideals too lofty for this present century. It connotes a vacuum. Now it may be literally true; it may be the most important announcement ever made to the piano-buying public, but it simply annuls itself because it makes a man feel empty when he reads it. That's the important point: not what you say, but how does the man feel and what does he think when he reads what you say?

Here's another one from a different piano manufacturer in the same magazine:

Their superb art casings enclose exclusive structural features which produce that rare tone of ultra refinement possessed by no other piano in the world.

Automobile advertising is rich in the vacuum type of connotation, but here is a Winton ad which, I think, contains a different variety:

Then you will realize why it is that these fellows who own splendid sixes look at you with a sort of sympathy when they see you still plugging away in that car of yours. . . .

That sentence must inevitably call to the reader's mind his own automobile. Perhaps he thinks it might be improved; perhaps he has a strong affection for it—the advertiser has no means of telling. "That car of yours" may call forth the desire to possess a better one, or it may provoke a mental retort. The point here is that the advertiser doesn't know and cannot know the relations of every reader with his automobile, and it would seem the part of wisdom to refrain from invoking

CAUSE AND EFFECT

On Monday, October 3rd, 1910, The Chicago Tribune reduced its daily price from 2 cents to 1 cent in Chicago and suburbs. Here is the result:

	Net Paid Average Daily Circulation
Year 1909 - -	173,701
Oct. 3d-31st, 1910	221,634*
November, 1910	226,612*
December, 1910	231,182*
January, 1911 -	237,276*

*Examined and certified by The
Audit Company of New York

THE CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

ideas which may hinder as much as they help.

Advertisers of products which appeal to the senses, such as food products, musical instruments, perfumes, etc., have a large problem on their hands the minute they try to connote a sensation. How does it taste, or sound, or smell? That is the question, and they run to all sorts of extremes in trying to answer it in an ad. The trouble is that the same words do not suggest the same sensations to two different people. "New mown hay" suggests one thing to the man born on the edge of Central Park, and quite another thing to the man who came to the city to escape the drudgery of the farm. It will appeal in an entirely different manner to the hay-fever sufferer—and there are millions of variations in between. "Heaven's dew," which was prominently featured in a recent ad for pineapple juice, varies in its appeal according to the imaginations of individual readers. The eminently "practical" man knows that dew is tasteless, and the poet, while he may be impressed, is pretty sure to be disappointed. Perhaps the safest way to characterize a flavor or a sound is along the lines of the following about Atwood Grape Fruit: "as hard to describe as it is difficult to produce." Maybe this is begging the question, but it certainly does connote a little curiosity about this indescribable flavor.

On the whole, however, I am inclined to believe that the safest way is to say that it tastes good and let the flavor suggest itself from that.

DANGER OF SUGGESTING TOO GREAT EASE OF OPERATION.

"A child can run the outfit" reads an ad for a heating system. These outfits which can be run by children are legion. From the furnace in the cellar to the ready-made roofing overhead that little phrase about the child calls forth the idea that the goods can't amount to much. It connotes simplicity; true—but the wrong kind: the kind that lacks reliability. The way children "run things" is well

known, and that fact hurts the ad even though you have nowhere made the least suggestion that a child is ever going to try to run it. "You can learn to run the outfit in ten minutes" sounds better, and *feels* better, for nearly every man has confidence in his own ability to make things go right.

ADVERTISING MEN AS MIND READERS OF CONSUMERS.

Now just at this point somebody rises to remonstrate. "How are we going to know the ideas our words will suggest in the minds of someone else? We aren't clairvoyant."

That is indeed a question, yet I think there is an answer to it. Great advertising men are, in a certain sense, mind readers. They must be even quicker than the politician to catch the drift of public sentiment. They can visualize the public to whom they are speaking so as to know how the audience feels and what it is thinking about. They can suggest things without saying them, and say things without suggesting something to counteract their words. Neither is it a faculty which must be born in a man, for it can be learned.

The philosopher can shut himself in his study and evolve a great theory out of his own mind. The astronomer can determine the positions of the heavenly bodies with a pencil and paper, without stirring from his desk. He may know nothing about the high cost of living and care less about conditions in the steel industry. And some advertising men think they can write good copy in the same way—out of the material stored in their own intellects.

Sometimes they do write copy which passes inspection, reads all right, contains a strong argument, and which ought to sell the goods. But it doesn't. An unfortunate connotation may ruin the whole effect, just as when I read of a certain piano being manufactured by a force of 5,000 employees, "all of them avowed music-lovers," I resent the imputation that I am childish enough to be swayed by such an argument. I get an image

BOSTON, MASS.

Jan. 19, 1911

Boston News Bureau,
Advertising Agency Dept.
Boston, Mass.

Gentlemen:-

You should use space in Printers' Ink.

Advertising Agents have told me you handle more than ninety per cent of the Financial Advertising in New England.

In the great financial institutions throughout this Country the man behind the gun reads Printers' Ink - and the man behind the man behind the gun reads it!

Will you make known to them your special facilities for handling this class of business?

Yours very truly,

THE JULIUS MATHEWS SPECIAL AGENCY

W. E. Foster
Business Promotion Dept.

*Reproduce in P. I.
Boston News Bureau
H. B.*

P/L

of a man running the punch-press to the Lucia Sextette, and the stoker shoveling coal to the Anvil Chorus.

What your words mean to you and what they mean to me may be two very different things. And the way for you to find out what they will mean to me, is to find out what I am thinking about, and what my opinions are. You can't do that at your desk.

As I said before, the advertising man must keep ahead of the dictionary and abreast of the language. The language is the expression of the thoughts of the people, hence it is essential that the advertising man know what his people are thinking about. There is no other road to lasting success.

All of which means, simply, that the good advertising man must read everything which can lay any claim to a reliable exposition of public sentiment; he must keep himself posted on business conditions; he must talk as a business man with business men. If he doesn't do this he is liable to make blunders quite as serious, though perhaps not so conspicuous as to print a testimonial from Dr. Cook in support of a fur overcoat.

From what we know of the attitude of Kansas on certain subjects, would you advertise your safety razor in the Topeka papers with a picture of Uncle Joe Cannon? You wouldn't.

So the first requisite for the analysis of how your ad is going to "connote" is to keep posted.

FOCUSING ON THE GOODS RATHER THAN MANNER OF WRITING.

The second requisite is to keep your attention on the goods you are advertising, rather than on the ad you are writing about them. It may be flattering to your dignity to have a man connote that you are a clever fellow because you wrote such a good ad, but it is more profitable to have the connotation on the side of the goods. In this day almost every business man is more or less a student of advertising. His interest is in the ad itself. Your job is to switch it to the goods. It is getting stead-

ily easier to secure attention, and steadily harder to suggest that the goods advertised are desirable. You can get the attention all right, but can you divert it from the technicalities of the ad and direct it to the goods? That's where connotation comes in.

Call it suggestion if you like. The name doesn't matter. All I want to do is to point out that the meaning of a word isn't determined by the dictionary, but by the thoughts and feelings and sentiments of the man who reads it. In other words, it requires constant study to make sure that the reader will get out of our ads precisely what we put in. He will read between the lines in spite of us. Let's try to see that he reads the right things there.

BANKERS BUY INTO STUDEBAKER COMPANY.

It has been authoritatively announced in Wall street that a new corporation to be known as the Studebaker Corporation and capitalized at \$45,000,000 is to take over the wagon works of Studebaker Brothers at South Bend, Ind., and the automobile manufacturing plants of the Everett-Metzgers-Flanders Company, which the Studebaker firm bought a year ago through J. P. Morgan & Co.

The capital of the new company will consist of \$15,000,000 in seven per cent cumulative preferred stock and \$30,000,000 common stock. Of the preferred stock, \$13,500,000 has been purchased by bankers, Kleinwort Sons & Co., of London, in association with Goldman, Sachs & Co. and Lehman Brothers, of New York.

This is the second time within a few months that the interest of leading banking houses in automobile manufacturing affairs has been shown. A few months ago a banking syndicate took control of the General Motors Company, after supplying additional capital on a \$15,000,000 note issue.

It is said that control of the new corporation will remain in the hands of the Studebaker people through the ownership of the common stock.

Ernest F. Gardner is connected with the advertising department of the Capper Publications, Topeka, Kan. He was formerly editor of the *Advertisers' Magazine*.

M. P. Gould, of New York, the advertising agent, was presented a silver loving cup by the Kansas Society of New York, January 28th. The cup was a token of the members' appreciation of Mr. Gould's services as secretary of the society.

"Possible But Costly"

Benjamin H. Jefferson, for many years advertising manager for Lyon & Healy, says: "It is possible for an advertiser to do without PRINTERS' INK, but I should think it would be an expensive and very foolish course."

Mighty Few Advertisers Try to Get Along Without PRINTERS' INK

As a matter of fact, practically all the live advertisers of the country to-day are on the subscription books of PRINTERS' INK. They regard it just the same as Mr. Jefferson. Every solicitor knows that he sees or hears of PRINTERS' INK in almost every office that he visits.

One of the reasons why the big dispensers of advertising subscribe to PRINTERS' INK is that they realize the necessity of keeping posted on what the important advertising mediums have to say for themselves. And this information this journal presents to them weekly in *convenient, compact, easily-digestible form.*

MR. PUBLISHER: If you have a medium that justifies the employment of high-grade and well-paid solicitors, then you should support them by telling your story **regularly** in PRINTERS' INK. If you will ask your star solicitor about it, we shall be content to abide by his verdict.

PRINTERS' INK PUBLISHING CO.

NEW YORK
CHICAGO

BOSTON
ST. LOUIS

TORONTO
PHILADELPHIA

ATLANTA
MONTREAL

HOW OLEOMARGARINE MIGHT BE ADVERTISED.

TIME RIPE FOR EDUCATING PUBLIC TO APPRECIATE THE MERITS OF A PRODUCT ALREADY HEAVILY USED AS SURREPTITIOUS BUTTER SUBSTITUTE—THE ABSURD LEGAL RESTRICTIONS—A NATIONAL BRAND SOLD IN UNIFORM PACKAGES CERTAIN TO APPEAR SOON.

By J. George Frederick.

First, take in the fact that 500,000,000 pounds of oleomargarine are sold annually in this country. This, when it is remembered that the entire country's consumption of butter (including oleo) is 2,200,000,000 pounds, proves that already, in spite of the most amazing repression and artificial prejudice, oleomargarine constitutes almost *one-fourth* of the country's entire butter consumption.

A greater absurdity in the handling of a commodity does not exist than in the case of oleomargarine. This absurdity is increased to the height of ridiculousness by the fact that the frenzied and mistaken efforts of dairy farmers, resulting in the internal revenue tax of ten cents a pound, completely foils its own object. Instead of suppressing the widespread selling of oleomargarine, it has driven it behind blinds. In other words, instead of making it profitable to sell oleomargarine *as oleomargarine*, it has made it very much more profitable to sell oleomargarine *as butter*.

Thousands and thousands of fashionable people dine in hotels on oleomargarine while they imagine with delicious innocence that they are eating the purest dairy butter; and without the shadow of a doubt these people are eating something the facts about which make it impossible to deny is not only as good but *better* than most butter. This is not an optimistic or unsupported assertion, but stamped with the authority of no less a man than

Dr. Wiley, ultra food purist and Government expert.

The miscarriage and inefficiency of our political systems have never been better illustrated than in the case of oleomargarine. In spite of the fact that oleo is in reality a scientific and commercial triumph in the interest of both cheaper and better food, it has been placed, alone of all food products, on the internal revenue list alongside of whiskey; while its sale is encumbered with all the red tape surrounding the sale of a poison which undermines public health and must, therefore, be watched as the revenue officers watch Kentucky moonshiners.

A very illuminating event took place during the Sixty-first Congressional session when a bill was up to take away the tax on oleomargarine. The farmers sent panic-stricken appeals to Congress. Dr. Wiley, Professor Johnston, of the University of Pennsylvania, and eight or ten other phosphorescent chemical lights were called to testify. Instead of these experts putting oleomargarine to shame, as the farmer-political interests hoped, they produced testimony for preservation in the *Congressional Record* which beats any copy ever printed in an ad for oleomargarine. Dr. Wiley said he had eaten oleomargarine at Sherry's; that butter deteriorates more rapidly than oleomargarine; that butter is less pure; that there is a great deal less danger of infection from cattle tuberculosis in eating oleomargarine than in eating dairy butter, because it is forcibly purified in the heating it undergoes. He uttered many other statements of similar importance which made the butter advocates gasp in dismay. However, the bogey of the great rural vote possibly turning against the politicians overruled all rhyme and reason, and the tax continues. More than this, a hopeless maze of individual state laws resulted, which are only now beginning to straighten out in view of the inevitable discovery that in taking such unreasonable steps to suppress oleo-

margarine, the prevalence of deception in substituting oleomargarine for butter was only enhanced and made more difficult to deal with.

In Philadelphia not long ago, the Eastern Provision Company was refused licenses to sell oleomargarine on a pretext, and it took a writ of mandamus from a high court to secure the company's obvious rights.

The demand has been making itself heard more and more loudly to allow oleomargarine to be sold on its merits. In a large number of states this has now been brought about, and the first glimmer of fair treatment for this much-heckled commodity is in sight. Much fuss is made over the coloring; when, as a matter of fact, uncolored oleomargarine of good quality is more golden than any butter, and the brazen unfairness of discrimination against oleomargarine is shown in the fact that it is permissible to color butter but not to color oleomargarine!

Even some farmers, especially the stock farmers, now perceive their fundamental error. The *National Stockman and Farmer*, a widely known farmers' as well as dairymen's publication, has advocated selling oleomargarine on its merits.

The position of the public in this matter, one observes with just sarcasm, has been neglected



Fashionable restaurants and Government experts say Butterine is purer and better than creamery butter.

A slice of bread never tasted sweeter than when spread with "Clover Leaf" Butterine. For cooking it is perfection. And consider the price!

The most fashionable restaurants in New York serve Butterine to their most exclusive patrons. Dr. Wiley, the famous pure food Government expert, says officially that it is purer and deteriorates less rapidly than most creamery butter.

"CLOVER LEAF" BUTTERINE

is exactly what the best creamery butter is—butter oil from prime cattle—only it is untouched by the many unsanitary conditions surrounding creamery butter. It is **uncolored**, made under spotlessly clean conditions—and churned in cream and milk. Government inspected—nothing purer ever came into your house. Ask your dealer, and write us for our book of recipes.

Clover Leaf Butterine Co.,
Chicago.



SUGGESTION FOR AN IMAGINARY OLEO COMPANY.

by farmer, politician and manufacturer alike. With all the helplessness pictured in Frederick Oppen's caricatures of the "helpless common people," the public has sat patiently waiting for the "interests" to fight the matter out over its head. It has responded with innocent passivity to the cry of the dairymen alarmists against "chemical butter," "steer fat," "bogus butter," and other epithets of ignominy against a product essentially and of necessity purer than the average product of the dairv. The traditions of the dairymaid, the butter churn, and pastoral poetry, have helped to rivet the prejudice, and the strange product with the "diabolical" cleverness of modern chemistry and machinery, has re-

ceived all the ill-will and dull opposition which new ideas have ever received.

The consumption of oleomargarine in the year 1902 was 126,316,427 pounds, under a government tax of two cents a pound; whereas as soon as the ten cent per pound law went into effect, consumption rapidly decreased (that is, consumption of oleo distinctly labeled as such), and the Government drew less revenue in spite of the increased tax. The anomaly of the present situation is indicated by the fact that although 500,000,000 pounds of oleomargarine are *actually* consumed, only 92,000,000 pounds are sold under the name and with the tax! In other words, only about 18 per cent of the total output of oleomargarine is actually sold as oleomargarine; *the rest is sold as butter!*

Not only is such a situation unfair and immoral, but it is chaotic and extremely harmful to the very people who were instrumental in getting the tax passed. Where is the coveted protection to the dairy farmer? Oleo is prospering under the cloak of the butter which affects to despise it. Although the oleomargarine manufacturers offered to carefully label the oleomargarine in extra large letters on each package and keep a record of every pound sold through wholesaler and retailer — tracing every package down to the consumer, and making substitution practically impossible—nevertheless, the proposition was coldly turned down. At present in the state of New York, for instance, not over ten pounds may be sold at one time to one party, and must be taken from an original stamped package and wrapped in a separate parcel, with a ticket bearing the name of the dealer, the number of pounds and the word "oleomargarine" in letters not less than a half-inch square in black ink and attached on the outside in plain view. The original package dare not be given to the consumer, nor dare consumers' packages be separately prepared

in advance for customers. As a result of this red tape and of the still existing prejudice, few concerns sell oleomargarine (or "butterine," as it is now widely known). The great majority of dealers, hotels and boarding houses sell and serve butterine as butter. It is less bothersome and more profitable, even though it is outrageously unfair to the consumer.

The market for oleomargarine is now very well open for a national advertising campaign to break down this prejudice and secure for oleomargarine the recognition it deserves. There is no reason whatever why a national brand should not be developed. The Pure Food Package Company, Boston, manufactures now under secret processes cartons for the largest packers of oleomargarine, which have been passed by the Revenue Department as a legal package for the product. They are germ and waterproof and impervious to all chemical action. For this reason standardized and sanitary packages as individual as the Uneeda Biscuit "In-Er-Seal" packages can be sold uniformly throughout the country and a uniform trademark can distinguish them. Already partial steps have been taken in the direction of a national market. The Armours are behind the Eastern Provision Company, which operates a string of stores in the East and sells as jobber to a large list of dealers. It is reported that a national string of Armour stores is under way for the selling of oleomargarine. The plan has been to establish a store under a local dealer's name, build up a local reputation for good eggs, provisions, etc., and then begin selling oleomargarine under the dealer's own individual name. In and around Philadelphia thirty-two Eastern Provision Company stores are selling a local brand named "Maple Leaf" and have conducted an interesting educational campaign in the newspapers. Swift & Co. also manufacture "Premium Butterine," and yet neither Swift

nor Armour nor any of the big packers of oleomargarine have yet attempted the national educational campaign which is inevitable.

Considering the national distribution which these large packers command, the campaign naturally needs magazine advertising. Like the Shredded Wheat proposition, its best hope lies in those people who intelligently think out food matters and are amenable to new ideas. One year's educational work in the magazines of the sort outlined in the accompanying imaginary ad would work significant changes in the public sentiment. To do the thing with real vim and vigor, a sampling proposition in conjunction with magazine ads, and backed up by local crew work and a dealer-coupon proposition, would make big inroads upon existing prejudices, because once tasted and used, prejudice rapidly disappears. Some interesting, even sensational, copy could be produced, giving evidence of the widespread use of oleomargarine among the famous restaurants and hostleries in the country. The opinions of experts like Dr. Wiley and the proper pictorial presentation of the origin and preparation of oleomargarine would throw a strong white light into the dark corners which now obstruct the market, and would give the public a new slant.

Millions of pounds of butter accumulated by storage speculators, who reckoned without oleo, are this week a heavy drug upon the market, and it is reported large shipments have gone abroad.

This winter there was a particularly good chance for an oleo campaign in the face of the high cost of butter. A campaign put out by an enterprising packer to begin early next fall, when butter will begin to soar again, will give a big start and an inestimable advantage over the inevitable followers. It is perfectly certain that an oleomargarine educational campaign and a national brand will appear in the near future.

"AD-SELL LEAGUE" ORGANIZED IN INDIANA.

The agents and specialists who handle the advertising for the leading daily newspapers of northern Indiana and southern Michigan, for many of the larger manufacturing institutions, organized at South Bend, Ind., January 11th, as "The Ad-Sell League." Charles R. Trowbridge, head of the advertising department of the Dodge Manufacturing Company, Mishawaka, was elected the president; U. G. Manning, South Bend, first vice-president; Leo Rumley, of the Rumley Company, La Porte, second vice-president; W. L. Kilgour, of the Dr. Miles Remedy Company, Elkhart, secretary and treasurer. A special committee to draft a constitution and by-laws consists of George L. Potter, South Bend Watch Company; P. G. Stahly and Mayor S. F. S. Spohn, of Goshen. All advertising managers are eligible.

John J. McErlain, of the South Bend Engraving & Electrotyping Company; C. R. Trowbridge, and others, were chiefly active in the movement to organize.

In addition to the cities mentioned, Michigan City, Niles and other neighboring cities were represented, and Battle Creek, Kalamazoo and other cities are expected to join the League.

S. C. Dobbs, president of the Associated Advertising Clubs of America, and advertising manager and sales manager for the Coca Cola Company, of Atlanta, Ga., was also instrumental in the work of organizing the league, paving the way with an enthusiastic talk on the subject of advertising, at the dinner preceding organization. He declared that honest and judicious advertising will do more to bring about universal peace than all of Carnegie's millions. He urged co-operation, and admonished the local members to make of their new league a business proposition rather than a social one. He also offered his assistance, and invited the league to attend the seventh annual meeting of the national association, to be held next August in Boston.

Will R. Emery, Western representative of *Everybody's Magazine*, who is president of the Agate Club of Chicago, and chairman of the speakers' committee of the national association, spoke entertainingly on the question of publicity. Gilbert Hodges, Western manager for the Munsey publications, treasurer of the Agate Club of Chicago, and a director of the Chicago Advertisers' Club, also spoke. Edgar G. Criswell, secretary of the Agate Club, and Western manager for Doubleday, Page & Co., of New York, expressed himself as being very optimistic over the outlook for the Ad-Sell League.

The Edward H. Marsh Advertising Agency, Springfield, Mass., announces the formation of an advertising organization equipped to serve the manufacturers, merchants and business men of western Massachusetts. Associated with Mr. Marsh are Thomas Dyer and Carroll D. Merritt.

Circulation Certified by the American Newspaper Annual and Directory

The 1911 edition of THE AMERICAN NEWSPAPER ANNUAL AND DIRECTORY presents the following list of publications that availed themselves of its service of circulation certification and publicity.

This is a report of progress in our effort to improve the work that locates and describes each unit in the vast publishing business of this country, and to better serve the buyers and sellers of advertising space.

These publishers say, in effect, to both general and local advertisers:—

"I know the circulation of my publication and I state it honestly; but I realize that I am an interested party, and so do not ask you to take my unsupported word in a matter that means dollars and cents to you.

I therefore open my door and open my books to a disinterested expert in circulation matters. I pay for a searching examination, and through the work which represents the publishing industry, I announce the result of the audit to the space buyers of the country.

What more can I do?"

Such attitude and action, we hold, entitle a publisher and his publication to most favorable consideration. We accordingly invite attention to this list of mediums that have offered advertisers the result of the most searching test that can be put to any publication.

N. W. AYER & SON,

Publishers AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

CITY	STATE	PUBLICATION	ISSUED	CERTIFIED CIRCULATION
Albany.	N. Y.,	Times-Union,	Daily,	37,963
Birmingham,	Ala.,	News,	Daily,	22,499
Boston,	Mass.,	American,	Daily,	316,055
Boston,	Mass.,	American,	Sunday,	266,806
Boston,	Mass.,	Modern Priscilla,	Monthly,	247,218
Boston,	Mass.,	Traveler,	Daily,	61,599
Buffalo,	N. Y.,	Courier,	Daily,	45,195
Buffalo,	N. Y.,	Courier,	Sunday,	84,767

Circulation Certified by the American Newspaper Annual and Directory

CITY	STATE	PUBLICATION	ISSUED	CERTIFIED CIRCULATION
Buffalo,	N. Y.,	Morning Express,	Daily,	36,927
Buffalo,	N. Y.,	National Monthly,	Monthly,	101,033
Buffalo,	N. Y.,	Times,	Daily,	48,027
Buffalo,	N. Y.,	Times,	Sunday,	51,073
Chattanooga,	Tenn.,	Times,	Daily,	20,494
Cleveland,	Ohio,	Plain Dealer,	Daily,	83,441
Cleveland,	Ohio,	Plain Dealer,	Sunday,	107,504
Fall River,	Mass.,	Herald,	Daily,	6,622
Hartford,	Conn.,	Times,	Daily,	20,135
Lowell,	Mass.,	Sun,	Daily,	15,242
Lynn,	Mass.,	Item,	Daily,	14,341
Memphis,	Tenn.,	Commercial Appeal,	Daily,	50,445
Memphis,	Tenn.,	Commercial Appeal,	Sunday,	76,063
Minneapolis,	Minn.,	Northwestern Agriculturist,	Weekly,	90,493
Minneapolis,	Minn.,	Tribune,	Daily,	88,564
Minneapolis,	Minn.,	Tribune,	Sunday,	78,539
Montgomery,	Ala.,	Advertiser,	Daily,	16,884
Montgomery,	Ala.,	Advertiser,	Sunday,	21,841
Montreal,	Que.,	Family Herald and Weekly Star,	Weekly,	153,665
Montreal,	Que.,	Patrie,	Daily,	40,331
Montreal,	Que.,	Star,	Daily,	77,075
New Bedford,	Mass.,	Standard and Mercury,	Daily,	17,574
New Bedford,	Mass.,	Standard,	Sunday,	11,318
New York,	N. Y.,	Associated Sunday Magazines,	Weekly,	1,076,415
New York,	N. Y.,	Collier's Weekly,	Weekly,	571,768
New York,	N. Y.,	Illustrated Sunday Magazine,	Weekly,	965,662
New York,	N. Y.,	Leslie's Illustrated Weekly,	Weekly,	240,063
New York,	N. Y.,	Life,	Weekly,	81,218
New York,	N. Y.,	Success Magazine,	Monthly,	287,463
Philadelphia,	Pa.,	Bulletin,	Daily,	245,597
Philadelphia,	Pa.,	Record,	Daily,	173,933
Philadelphia,	Pa.,	Record,	Sunday,	146,500
Philadelphia,	Pa.,	Telegraph,	Daily,	113,181
Portland,	Maine,	Welcome Guest,	Monthly,	159,671
Rochester,	N. Y.,	Green's Fruit Grower,	Monthly,	133,397
Rochester,	N. Y.,	Post Express,	Daily,	20,073
Rochester,	N. Y.,	Union and Advertiser,	Daily,	26,517
Scranton,	Pa.,	Tribune-Republican,	Daily,	20,097
Syracuse,	N. Y.,	American Poultry Advocate,	Monthly,	45,409
Toledo,	Ohio,	Blade,	Daily,	34,562
Toledo,	Ohio,	Blade,	Weekly,	235,706
Worcester,	Mass.,	Telegram,	Daily,	24,012
Worcester,	Mass.,	Telegram,	Sunday,	27,759

Primer points which every advertiser ought to ask every publisher

4

How long did it take to get your circulation?

It has taken us 10 years to get 300,000 of the kind of circulation we want. Not every human being who wears skirts appreciates Good Housekeeping Magazine. We have stuck to our last and built gradually. There has been no mushroom growth—no spectacular increase. It has been a step-by-step process—a sifting and sorting in an endeavor to get the ones that stick.

There are at least a half million women in this country who will presently be taking Good Housekeeping Magazine. We are going after them in our own way, without drums or trumpets, meanwhile maintaining a class circulation of the women who adjust house and household into real homes.

There is no waste to this circulation

GOOD HOUSEKEEPING MAGAZINE

The Largest Class Publication in Any Field

THE PRACTICE OF ADVERTISING HONESTY.

WHY IT IS UNPROFITABLE TO QUOTE INFLATED CIRCULATION FIGURES—AN INSTANCE OF ONE GROSS EXAGGERATION—INTEGRITY IN ADVERTISING THE ONLY PROFITABLE WAY—ADDRESS BEFORE CHICAGO ADVERTISING ASSOCIATION.

By Allen Walker,

Advertising Manager of the H. W. Gossard Co. ("Gossard Corsets"), Chicago.

As president of a publishing company and as an organizing engineer and "business doctor," called in as an expert to examine and investigate publishing properties, I got a pretty clear insight into the actual business methods of the circulation department of many of our prominent publications.

Without mentioning any names, I can tell you of one particular magazine I investigated, a magazine which, as a matter of fact, owed its creditors three hundred thousand dollars. I found sworn affidavits, signed affidavits before notaries, claiming a total circulation of 750,000 for this particular woman's magazine. Upon investigating the circulation department of that particular publication, I found that no one individual connected with the publishing property was really aware of the actual circulation. A complete analysis showed that the net total paid circulation of the magazine was 167,000, as against affidavits, sworn affidavits, claiming a circulation of 750,000. The advertisers were paying at the rate of four dollars a line for their advertising, and a great many of them continue to pay it by reason of the fact that, expert as many of the advertising agencies and advertising managers are to-day, they were unable to trace actually and definitely such results or lack of results as could enable them to test the truth, or otherwise, of the circulation managers' claims.

It does seem to me that there is room for very strong educational effort on the part of maga-

zine-advertising managers to provide in some manner that even in spite of the circulation departments of their own publications they shall deal honestly with the advertising and with the advertisers who take space in their publications.

Where a circulation manager submits to the advertising manager detailed analysis of the circulation of his publication, continuous advocacy and continuous pleading on the part of the advertising manager with the president of that publication would, I think, soon establish a decided determination on the part of the administration that it was the best and most profitable business for the circulation department to be brought into line with the other departments, and the advertising conducted on a basis whereby they would give absolutely *quid pro quo* and no less.

We know that the class—or what we call quality—of circulation is a tremendous factor in the claims of various publications in regard to the particular clientele they serve, but when it comes down to "brass tacks" and advertising managers submit what is a false statement of their claims to advertisers, we need no argument or advocacy of the fact that it is poor business policy from beginning to end. We are coming to the point where the advertising manager of the big house, once finding that false statements have been made, even though that publication may serve him to some extent and it pays him to take advertising with it to get certain results—so repulsive is the discovery to the advertising manager himself that he has been what we call in America "stung," that often I have seen a particular publication crossed off the list.

What I mean by honesty in advertising with regard to the company I represent, in one particular, is being perfectly frank and square and conservative with your people, and telling them the truth in your advertising.

We supply introductory letters

to every one of our 600 field representatives, as a means of informing every woman in every town of the representative's mission, why she is there and what she is there to do.

We are absolutely frank with our customers to the extent that we readily acknowledge to them that if they have ever had a Gossard corset and have not been pleased with it, then it is because they were carelessly or incompetently fitted. If any one of our special corsetières fits a woman with the wrong corset—that is, puts on the wrong model or the wrong size—and the customer complains prior to the corset being soiled and worn, we put it up to that particular representative to make good to the customer and see that the lady is satisfied. In other words, we practically *guarantee* satisfaction and guarantee that we have a corset for every figure, and we put it up to our representatives to prove that fact by making them fit the right model until the customer is comfortable and happy. But, by the very fact of our acknowledgment of our own mistakes and frankly stating to the woman that if she has not been satisfied, it is because she has been incorrectly fitted, we have gained and regain every day the confidence of those who otherwise would be "knockers" of our corset.

The point is, however, that our organization to-day is so run that every corsetière, before she is permitted to go on the road, has to be a graduate specialist, taken from a training class wherein she learns all that can be taught to her of the science of corsetry and she is not permitted to go on the road to-day unless she is absolutely competent and capable of avoiding every and all mistakes.

It happens, of course, that there are a very large number of women in the country who do not live near enough to a Gossard corset store or a department store selling Gossard corsets to enable them to secure a Gossard conveniently, while there are also a large number of women who, once having

dressed for the day, do not care to go down to a public store and there disrobe again to be fitted to a corset. So we have established a provision whereby our special corsetières traveling throughout the country are enabled to go to *private residences* and fit any woman with the right model of a Gossard corset in the privacy and convenience of her own home, in the same way that she might be attended by a doctor or a nurse, to save her going to a public hospital.

We find the demand for the attendance of such specialists in the homes of women desiring to have the right corset carefully fitted to their figure increasing daily in every part of the country, because we believe it has been discovered that we claim nothing for the corset that it cannot and will not do, and that policy of honest advertising has found its result in the fact that the Gossard corset has been endorsed by the most prominent surgeons in the United States and by the heads of the most representative nurses' associations.

So far as the H. W. Gossard Company is concerned, we have not only found that honesty pays, but we have proved it to be the rock upon which enormous successes must be built.

HONESTY IS AN ESSENTIAL IN SELLING TALK BY SALESMEN.

Selling talk is simply advertising, only the best kind of advertising. There are some people in the world—a large number of women in this country especially—who will never buy anything from any kind of a solicitor or field representative; who will always go to a store—therefore, your selling talk in that case amounts to advertising pure and simple. We all realize that to get the best results out of your selling talk you must convince your hearer of the truth of your remarks. In the company I represent, we make it a rule that if our representatives do not fit the corsets correctly and honestly, that is, if the woman does not

sell what she is supposed to sell, she not only loses her customer but she runs the chance of having to pay for the corset. In this way, every individual saleswoman is made to realize that honesty is the only policy. We impress that fact upon the minds of our district managers and they in turn are required to make it clear to those under them in their territory. We say to our people, "We trust you, and we believe you will sell these goods correctly, but, if you do not and the customer comes back with a complaint which we find to be justified, you lose your commission on that business because you have not given the customer a square deal." It is necessary to impose a penalty because every individual in the world is not imbued with a strong moral sense of the fitness of things.

HERBERT MYRICK'S LECTURE TRIP.

A unique lecture trip by Herbert Myrick, president of the Orange Judd Company, started January 28th. Mr. Myrick appeared before the Publicity Club in Minneapolis at a noonday lunch February 1st and gave a talk on "The Advancement of the American Northwest." From there, with his stenographers and assistants, they will take a private car and tour through to the Coast, visiting Fargo, N. D.; Minot, N. D.; Great Falls, Mont.; Spokane, Seattle, Olympia, Portland, Ore.; Walla Walla, Wash.; Helena, Mont.; Billings, Sheridan, Mont.; Bismarck, Aberdeen, and other places.

Mr. Myrick is making the trip on the invitation of the commercial and agricultural bodies in these and other points throughout the Northwest. Other places will be visited besides those mentioned. His talks on this trip will be confined to the future of the American Northwest, and how the more rapid development and larger permanent prosperity and welfare of the whole region may be started on an upward movement.

PAUL BLOCK A DIRECTOR OF "PICTORIAL REVIEW."

At the last meeting of the Pictorial Review Corporation, Paul Block, of Paul Block, Inc., was elected a director. Mr. Block's previous association with the *Review* has, of course, been most intimate. He has for four years been in charge of the advertising and advertising policy of the magazine. Less than five years ago the *Review* carried something like \$32,000 worth of advertising for the year. To-day it is carrying more than \$45,000 a month.

She Saw it Advertised in The Ladies' World

She bought it—then wrote us the following enthusiastic letter:

"I am invariably asked, when I have friends at my home for luncheon or dinner, about my beautiful silverware. My table is never prettier than when set with Community Silver.

"MRS. W. S. F—,
"N. Washington Av.,
"Madison, Wis."

We are receiving thousands of such letters—all driving home the substantial argument, "We bought it because it was advertised in *The Ladies' World*."

What more can anyone ask?

**THE
LADIES' WORLD
NEW YORK**

THE "AMERICAN MAGAZINE" UNDER NEW OWNERSHIP.

PURCHASED BY THE CROWELL PUBLISHING COMPANY, PUBLISHERS OF "WOMAN'S HOME COMPANION" AND "FARM AND FIRESIDE"—NO CHANGE IN "AMERICAN" EDITORIAL STAFF—THE ORIGIN OF THE MAGAZINE.

The *American Magazine*, of New York, has become the property of the Crowell Publishing Company, of New York and of Springfield, Ohio, publishers of the *Woman's Home Companion* and of *Farm and Fireside*. It was known for two weeks that negotiations were under way looking to an amalgamation of interests, but it was not until Wednesday, February 1st, that the formalities of the sale had been completed and a formal announcement issued.

According to the official statement, no change in the policy or the editorial management of the *American* is likely. John S. Phillips will continue as editor-in-chief and becomes an officer and director of the Crowell Publishing Company. The following, whose writings in the *American* have attracted world-wide attention, will continue as editors and staff contributors: Ida M. Tarbell, the historian of Lincoln and of the Standard Oil Company; Ray Stannard Baker, a vigorous delver into contemporary subjects; F. P. Dunne, the creator of "Mr. Dooley"; Albert A. Boyden, John M. Siddall and William Allen White.

It is known that George H. Hazen, president, and H. J. Fisher, general manager of the Crowell Publishing Company, are and have been strong admirers of Mr. Phillips' editorial abilities. These men believe that the consolidation will work to the greater efficiency of all members of the company's staff. It is pointed out that the three publications are in different fields and are to-day at the highest point of success.

The *American Magazine*, like some others, grew out of another of less ambitious scope. It was

for twenty years or so before 1905 known as *Frank Leslie's Popular Monthly*. Ellery Sedgwick, now editor of the *Atlantic*, was its editor for many years. In 1905 the magazine was purchased by the Colver Publishing Company and its name changed to *American*. In July, 1906, the Phillips Publishing Company purchased the property. Mr. Phillips became editor and associated with himself most of his present staff of writers, who had been contributing to *McClure's Magazine*.

Mr. Phillips has been a co-worker in publishing enterprises with S. S. McClure for twenty years. He was graduated from Knox College, which is also the alma mater of Mr. McClure. In the years that followed they jointly engaged in the promotion of magazine work, of syndicate work and of book publishing. For a time the book department of the McClure interests was operated under the name of McClure, Phillips and Company.

Mr. Phillips as an editor has an instinctive and sure sense of modern life and affairs which has ranked the *American Magazine* very high editorially. His combination of the journalistic and the philosophic faculties, together with a deep sympathy with human life in its serious as well as humorous aspects, has produced an exceptional magazine.

The *Woman's Home Companion* has been the property of the Crowell Publishing Company for about six years.

C. L. Grigg, third vice-president, and William D'Arcy, secretary-treasurer of the St. Louis Advertising Men's League, have resigned from office. Mr. Grigg believes that political, civic and other questions have too largely crowded out advertising in the consideration of the club, and as he finds himself in a hopeless minority in holding this view he prefers to make way for some one else.

"Advertising does not increase the cost of living," said John Lee Mahin, head of the Mahin Advertising Company, in speaking before the "Current Events Class" of the First Congregational Church in Evanston, January 29th. "Advertising," he said, "is a labor saving device."

Charles McKinley has become advertising manager of the Troy, O., *Daily News*.

OUR BIG YEARLY ISSUE
OF THE
ORANGE JUDD WEEKLIES
APPEARS MARCH 4, 1914

**This Is Our
Garden Annual Issue**

Forms Close Feb. 20



THIS number of the Orange Judd Weeklies—the 7th Garden Annual Issue—reaches our subscribers just before the beginning of their Spring work. It contains valuable and authoritative articles covering every phase of farm work by the most expert specialists and soil operators in the country. It is saved and referred to as a teacher, friend and guide all through the planting season by the 425,000 live, thinking farmers—and their families—who make up the subscription list of those Leaders of the Weekly Farm Press.

**The
ORANGE JUDD
WEEKLIES**

Garden Annual Issue is a proved sales-maker for the leading advertisers—general as well as agricultural—many of whom have used it for years—and each successive year have increased their space. Remember the closing date—February 20th. Get your order in early—the early orders get the best position.

425,000 CIRCULATION GUARANTEED

ORANGE JUDD COMPANY

Western Offices:
1209 Peoples Gas Bldg., Chicago, Ill.
335 Palace Bldg., Minneapolis

Headquarters:
315 Fourth Ave.,
New York

Eastern Office:
1-57 W. Worthington Street
Springfield, Mass.

To Advertisers in

THE RECORD-HERALD begs to report progress. A month ago it announced a daily circulation of 198,162. To-day it is pleased to report a daily circulation of 210,818, a gain of 12,656,

THE GROWTH OF

DAILY NET PAID

Oct. 1,	138,000
Oct. 31,	172,500
Nov. 30,	178,000
Dec. 31,	198,162
Jan. 31,	210,818

THE RECORD-HERALD renews its declaration that it has the largest known morning newspaper circulation—in truth the only known morning newspaper circulation—in Chicago. And this because no one knows, or can know, the actual circulation of its esteemed morning competitors who are printing "voting coupons" in every issue, which entitle the holder to participation in "contests" controlling the distribution of cash, merchandise or property prizes amounting in one case to \$21,000, in another to \$27,000, and in still another to \$50,000. The largest number of "voting coupons" gets the largest prize. Under this artificial stimulus an unknown number of papers is bought every day solely for the coupons, and after these have been cut out the newspapers are disposed of as waste paper. The extent to which this is carried may be gathered from the fact that newsdealers, who pay the regular trade price of 60 cents per hundred for all one cent papers, are selling "coupon" papers at 80 cents a hundred copies—wholesale rates for wholesale orders. Under these conditions it is obvious that not even our esteemed coupon competitors themselves can know their own actual newspaper circulation aside from their coupon sales.

Newspaper circulation is one thing, and coupon circulation is another thing. Advertisers are interested in newspaper circulation. Their only interest in coupon circulation is to avoid being deceived by it. In justice to the advertiser coupon circulation should be sold separately from newspaper circulation. THE RECORD-HERALD sells only newspaper circulation, and thereby avoids the embarrassment of its esteemed coupon competitors who mix their newspaper circulation and their coupon circulation.

The Biggest Advertising Month

During the month of January The Record-Herald published 1,555 columns of display advertising, the largest amount printed in any one month in the history of the paper, a gain of 278 columns of display

Four Months'

GAIN

72,777

DAILY

NET PAID

DAILY
NET PAID 210,818

THE CHICAGO

LARGEST KNOWN MORNING

s in the Chicago Field:

month
ay it is
12,656,

and of 72,777 in the four months since it first reduced its city price to one cent—an increase never before achieved by any established American newspaper within a like period.

TH O FOUR MONTHS

, 138,000
, 172,500
, 178,000
, 198,000
, 210,000

SUNDAY NET PAID

Oct. 2,	186,338
Oct. 30,	200,774
Nov. 27,	200,911
Dec. 25,	210,044
Jan. 29,	217,791

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to the confusion and imposition of the advertiser. What the advertiser wants to know is how many copies of a given newspaper are bought to be read, and how many are bought for the "coupon"—the coupon to be cut out and the newspaper thrown away unread and disposed of as waste paper.

Comparisons are always interesting—and, sometimes, profitable. THE RECORD-HERALD regrets that there are no morning newspaper circulations in Chicago which can be cited for purposes of comparison with its own. It is not interested—nor is the advertiser—in the figures of a combined coupon circulation and newspaper circulation, because it is impossible to count the newspaper circulation and the coupon circulation separately. As at present advised, therefore, THE RECORD-HERALD persists in its confident suspicion that its own daily circulation of 210,818 copies is to-day the largest bona fide, net paid morning newspaper circulation in Chicago. Its distribution is as follows:

City and Suburbs	-	-	122,026
Country	-	-	88,792
Total	-	-	210,818

The growth of THE SUNDAY RECORD-HERALD during the same period has been from 186,338 copies on October 2 to 217,791 copies on January 29, a gain of 31,453.

onth the History of The Record-Herald

555 col-
ny one
display

advertising over January, 1910—a greater gain than any other Chicago morning paper. Adding 99 columns gain in classified, the total gain in January was 377 columns.

18

**SUNDAY
NET PAID 217,791**

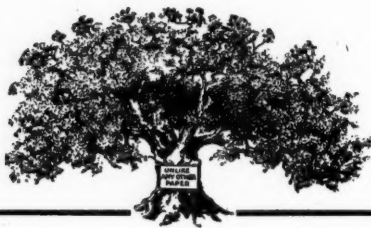
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RECORD-HERALD

CIRCULATION IN CHICAGO

**Four Months'
GAIN
31,453
SUNDAY
NET PAID**



“Why No Solicitors?”

“Why does the FARM JOURNAL not employ solicitors?” The “Commercial Union” wants to know.

Because a paper that brings to advertisers larger sales than the average, is sure to be found out in time.

Advertisers have had thirty-four years to find out this peculiar power of the FARM JOURNAL.

Have they found it out?

Well, we fix a date for closing the forms, “provided the available space is not all taken sooner.”

For January and February all space was sold weeks ahead of the closing dates.

For the March issue, which went to press February 6th, we sent out notices on January 16th, “All space taken.”

And if you want to get in the APRIL issue, we would like to hear from you NOW.

It seems to be the rule:—The higher the value in proportion to price, the less soliciting is required.

That's why.

To-day we have over 800,000 subscribers, most of them paid for five to ten years ahead. \$4.00 a line. Order through any agency, or direct.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

THE POST-OFFICE AND THE RIGHT TO REFUSE ADVERTISING.

DEPARTMENT RULINGS, SOMETIMES FAULTY, ENDEAVOR TO CORRECTLY CONSTRU THE LAW—A CASE CITED OF ACTION TAKEN UPON FORMAL COMPLAINT OF REFUSAL TO ACCEPT ADVERTISING—CODIFICATION AND PUBLICATION OF DEPARTMENT RULINGS ON MAIL CLASSIFICATIONS URGED.

By Geo. O. Glavis,
Former Executive in Classification Department, Post-Office Department, Washington.

The contention of the magazine man quoted in last week's PRINTERS' INK is principally of interest because absolutely at variance with the position assumed by the Post-Office Department. However, the fact that he is in error serves to strengthen the plea for codification and publication of the Departmental rulings on mail classification.

The uniform ruling—and, by the way, this is one of the very few questions to which any uniformity of treatment has been accorded, is that publishers may use their own discretion as to the acceptance of advertising.

Refusal to sell space will in no way affect the second-class status of a publication, unless it shall be shown that the reason for such refusal is of a nature which brings the publication within the meaning of that provision of the Act of March 3, 1879, which prohibits the granting of the second-class rates of postage to publications "designed primarily for advertising purposes."

As a specific example of the standpoint of the Department on this subject the following case is remembered: A trade newspaper published in New York City, several years ago entered into a contract with an upstate manufacturer of a machine for a preferred position. It was stipulated that no advertisement of a competing machine should be given a like position. Subsequently a competitor offered to pur-

chase space adjoining that of the first advertiser or, at least, equally important in regard to position. This was refused by the publishers and complaint was made by the manufacturers whose business was refused to the postal officials by whom an inquiry was made. The facts brought out failed, in the opinion of the Department, to require action against the publishers, and they adhered to their attitude and continued to enjoy their second-class mail privileges.

In the cases of standard magazines in which the question of the right to refuse advertising might be raised, it may be said that the contention that such publications were being conducted as advertis-

PERFECT CUTTING

can only be done with first-class electric cutters.



Trade Size
100 Broadway, N. Y.

The Ballard

is recognized as the only first class electric cutter in the market.

11 MAIN ST.
Brooklyn 10 AD Large Cities



Trade Size
200 South, Philadelphia



Just the same reliable machine fitted with an alternating motor; the same large output and the same steady running all are there, only this one change has been made which lets you have your favorite machine with either style motor.

WRITE FOR CATALOG.

Eastman Machine Co., Buffalo, N. Y.

NEW YORK CHICAGO PHILADELPHIA BALTIMORE DETROIT CINCINNATI
100 Broadway, N. Y. 100 South, N. Y. 200 South, Philadelphia

RIVAL MACHINES—ONE AD REFUSED AND REFUSAL SUSTAINED.

ing sheets would hardly be susceptible of proof, even if true.

With regard to trade publications and those which are in reality house-organs, though not openly conducted as such, the presence of the ubiquitous "write-up" would, in many instances, disclose, even to the layman, a connection between advertisers and publisher which would be sufficient to raise the question as to the proper mail classification of the publications involved. This would cause the Department, upon receipt of a complaint, to require the publisher to satisfactorily show that the publication is entitled to the second-class postage rates.

It will be apparent that, as a general thing, a publisher is clearly within his rights in rejecting

such advertising as he may not wish to accept, and, having done so, he need have no fear as to his right to continue to take advantage of the second-class mail rates. In fact, with respect to this feature of the second-class mail law the rights of both parties—advertiser as well as publisher—may be said to be fairly well defined.

Upon proper consideration it should be apparent that the Department is not authorized by any possible construction of the statute to assume jurisdiction over the conduct of the advertising department of a publisher further than to prevent a violation of a statutory provision. The Department, notwithstanding its many faulty rulings, does, it must be admitted, at least make an effort to justify itself by establishing some connection between the rulings and the law.

Publishers carrying the advertising of a certain brand of food or clothing, for example, may, so far as the Department is concerned, properly refuse the advertising of a competing manufacturer. Should the manufacturer whose advertising was refused feel that the reason for such action was that the publication is being conducted principally in the interest of a competitor, redress, so far as the second-class mail entry is concerned, could be had by making a formal complaint to that effect to the third assistant postmaster general. If the complaint appeared to be well founded, an investigation would be undertaken. In order that the second-class status of the publication might be forfeited, the investigation would have to disclose, to the satisfaction of the Department, that the publication was being conducted for the purpose of promoting the business of the competitor of the manufacturer whose business had been rejected to an extent sufficient to constitute a violation of the prohibitory clause of the statute. The second-class entry would then be canceled upon the ground that the publication came within the prohibition of the statute against publications

designed for advertising purposes, unless, of course, the Department should consider it equitable to allow the publisher to correct the objectionable features and continue to mail the publication at the second-class rates. The postal regulations are sufficiently elastic to permit such modified action, but the propriety of it may, perhaps, properly be questioned when it is borne in mind that in some instances the modification might be due to the friendly intercession of some one having political or social weight. It is such intercession which, at least in some cases, made necessary some of the conflicting rulings referred to in the general review of the second-class situation in a previous issue.

ADVERTISING TALKS IN NEWSPAPERS.

"The Value of Advertising Talks In Newspapers," was recently discussed by W. N. Huse, editor, Norfolk, Neb., *Daily News*, for the Nebraska Editors' Association paper. "Almost everything is being advertised nowadays except advertising," said Mr. Huse. "There are innumerable things that everybody should know about advertising. If the force for good, that we know advertising is, had been preached to the people during the past three or four years, think of the increased effectiveness advertising would now have. The senate investigating committee, recently appointed to investigate the high cost of living, laid a great deal of the blame at the foot of advertising. Now, we who know about advertising know that it decreases the cost of living, and can give many good and sound reasons why it does."

"Here are the subjects of some of the talks I have run during the last year: 'To Buy Advertised Things Is To Pay Less,' 'Advertised Goods Cheaper Than Those Not Advertised,' 'Advertising Keeps Up Quality,' 'The Building Power of Advertising,' 'How Advertising Helps the Traveling Man,' 'Advertising Decreases Cost of Living,' and many other subjects along the same line, aimed to educate the consumer to the importance of reading advertisements and buying advertised goods and to an appreciation of advertising as an institution."

"These talks can be made just as interesting as the most exciting news in your paper, because there are so many new and exciting things that the average reader does not know about advertising; for instance, the many uses of advertising. It always did sell goods, but in these later days advertising has elected candidates to office, carried bond issues at the polls, raised money for charity, stopped strikes and put corporations right before the public."

"ST. NICHOLAS" MAKES CHANGE OF ADVERTISING MANAGERS.

Don. M. Parker, who was with *McClure's*, is advertising manager of *St. Nicholas*, published by the Century Company, New York. Mr. Tuttle resigned from his position as advertising manager of that magazine, and is associated with the advertising department of Lamont, Corliss & Co., importers, New York.

Mr. Parker is one of the most popular of the younger generation of advertising men and his visits are welcomed by advertisers because he goes after business on the modern principle of serving the interests of the advertiser quite as much as the publisher.

MUNSEY PAPER MANAGERS EXCHANGE POSITIONS.

A number of changes in regard to the executive management of the Munsey newspapers are said to be scheduled. The only one which has confirmation is the exchange of positions to be made by W. R. Fairfield, of the *Philadelphia Times*, and E. D. Shaw, of the *Washington Times*.

Henry H. Huff has become advertising manager of Hess Brothers, Rockford, Ill., leaving Worthan Brothers, of the same town.

CLAY MANUFACTURERS' PRESIDENT URGES MORE ADVERTISING.

President John Ringel, of the Wisconsin Clay Manufacturers' Association, in his annual address at the annual convention in Milwaukee, February 1st, referred thus to the value of advertising:

"Another subject should receive earnest consideration—the subject of publicity. We have depended for our market upon the superiority of our product for building purposes, and our customers are those who know. That market will always remain to us. But what percentage of the people know that brick is the most durable, the most artistic, the most sanitary, and with that, the cheapest of all building materials?"

"This is essentially an age of advertising. The article of merchandise which is most persistently in the public eye by the way of printers' ink derives a corresponding benefit, even when not always the most deserving. The clay industry owes it to itself and to the public interest to make its superiority known. Every manufacturer of clay products owes it to the industry to make a proportionate annual contribution for judicious and persistent advertising. We may not obtain personal results the first month or the first year, but it will be placing bread upon the waters which will eventually return a hundred fold."

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

THE GREAT WHITE SEARCH.

THE POOR PUBLIC'S FUTILE RAMBLINGS IN SEARCH OF WHERE TO BUY ADVERTISED GOODS—ADVERTISERS KILLED BY THE PLAGUE OF FAILURE TO PROVIDE MEANS OF CONTACT WITH WILLING BUYERS.

By J. M. Watson.

In any of the current magazines I happen to pick up I see an array of articles that appeal to me more or less, yet it is very rarely that I know where to obtain the article when I am inclined to buy.

This criticism applies to a very large list of advertised articles not marketed by mail and which do not have an absolute general distribution so that the consumer will surely find them with the dealer where he first inquires.

To bring out the point, let us put ourselves in the place of the possible consumer and look through the magazines. Here is an advertisement of a high-grade furniture. The illustration and display are good, the copy is well written, and the advertisement interests me. I should really like to have some of this furniture in my home, but when I turn to the task of getting it I face a stone wall.

Where can I get it? I wouldn't buy it by mail even if the manufacturer would sell me. I've never seen this make advertised by any dealer in my town, so I have to go to a furniture store at random and inquire for it, and am offered something similar made by another manufacturer. There is a large display of furniture before me, I become interested in examining it, the salesman has me face to face to listen to his arguments, and the chances are that either in this store or another I will buy something else than the article advertised. Another manufacturer gets the benefit of the sale that the advertiser should have had.

Then again, here is a mattress I should like to own. I go to my dealer and find that he does not

handle this mattress, and he says he does not think much of it. He does handle another make, shows me its advantages as well as the weaknesses of the one I had asked for—real or fancied weaknesses; I have no way of knowing they are not real—and the result is I purchase what he has in stock. Doubtless there was a dealer somewhere near who had the advertised article, but who was he, and where?

Here is a man's clothing advertisement that looks good. If these people really make the best clothes for the money—and I am almost convinced they do—then these are the clothes I want. But I must see them and examine them first. Have they a dealer in my town handling their line? The chances are I will not take the trouble to write them to find out, for after all they may not have an agent near me. The ad does not mention a dealer, and I go to my regular clothier and get something else, perhaps an inferior article, *although the clothes I want may be on the tables of some other dealer near me.*

There must be thousands of such instances occurring every day with a great many advertised articles.

What is gained by creating desire for an article through publicity unless you provide the opportunity for the consumer to gratify that desire? Can you afford to pay out good money to make people want your goods, and then disappoint them when they try and fail to get them? Many advertising "campaigns" of the day are only half developed, inasmuch as they do not make sufficient provision to lead to the actual purchase.

Such half-baked attempts lead to the advertising graveyard.

What is the solution of the problem? Complete, well-rounded campaigns. An advertising campaign is not complete until the active co-operation of the dealer is secured in order that the people in his locality will know through his local advertising that he is the man who has the goods on hand ready to sell. Then when

a "prospect" sees the advertisement in the magazine he will recognize it as the same article that Jones, his local dealer, is displaying and advertising.

If he is interested he can go straight to where he can get it. This enables the manufacturer to cash in to the greatest possible extent on the favorable impressions made by his advertising, and it is all the more necessary if the distribution is not perfect, including every dealer—not one in a town but every dealer in every town—within the circulation area of the general advertising.

Isn't it a fact that as a general rule this is a point in which present-day advertising is weak?

RECORD MEMBERSHIP CAMPAIGN.

The second "round table dinner" of the Fort Worth Advertising Men's Club, on January 25th, was one of the best the club ever held. It marked the close of the momentous membership contest between the "Get 'ems" and "Grab 'ems," as a result of which 107 new members were added to the club in a short space of time, a result which the club believes is a new record for membership campaigns.

The contest was won by the "Get 'ems" under the leadership of E. J. Hager, of the advertising department of the *Star-Telegram*. The defeated "Grab 'ems" were captained by Tully Bostick, of the Northern Texas Traction Company. At the club meeting this week the "Get 'ems" feasted on turkey and trimmings while the "Grab 'ems" dieted on crackers and water.

President John W. Covey presided at the round table dinner. Twenty-five advertising men from Dallas were among the dinner guests.

The three-minute round table talks on advertising topics were the feature. H. J. Adams, a grocer, thought "Cream of Wheat" was the best advertised breakfast food. Hugh Jamison considered the clothing of Hart, Schaffner & Marx the best advertised line of ready-made clothing. J. P. Brashear thought "Fletcher's Castoria" was the best advertised patent medicine.

The Golden Rule Company, of Boston, publishers of the *Christian Endeavor World*, has concluded arrangements with Walter C. Kimball, Inc., 1 Madison avenue, New York; Tilton S. Bell, vice-president, 6 Beacon street, Boston, and Nelson J. Peabody, Western manager, 57 Washington street, Chicago, to act as special advertising representatives for the *Christian Endeavor World* for all business except "Classified Wants" and "Educational."



People in the smaller cities, towns and villages depend more on the news they get from advertisements regarding things to eat, things to wear, and that otherwise add to the comforts and luxuries of life, than do the people in the large cities. Any one who has lived the life, will substantiate this statement. The Utica

SATURDAY GLOBE

has for nearly thirty years been a weekly messenger of news of all kinds in thousands of homes in live and growing towns of the section comprising interior New York, New England and adjacent states.

The average weekly circulation of the SATURDAY GLOBE is nearly 140,000 copies, and each copy means a separate and distinct home. Its welcome is pronounced. Its influence is marked. The legitimate advertiser in its columns shares this welcome, and profits by the influence.

The circulation distribution of the SATURDAY GLOBE by its own carriers insures no "dead wood" in its circulation. When no longer desired, it does not lie around until the end of a subscription period in an unopened wrapper. When a reader no longer wants the SATURDAY GLOBE, he can stop it that week by simply notifying the carrier boy.

THE SATURDAY GLOBE'S territory is profitable to most advertisers. It can be economically reached by means of the SATURDAY GLOBE.

Let us submit facts and figures.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

SHALL ADVERTISING COME UNDER PURE FOODS LAW?

DR. WILEY BELIEVES IT SHOULD, AND DOES—DR. LEDERLE, OF NEW YORK BOARD OF HEALTH, ASSUMES LIKEWISE—BASIS ON WHICH THE THEORY IS PUT FORWARD.

Pure foods officials at Washington have been vexed frequently at what they regard an incongruity remediable by law.

They have observed advertisers of foods and drugs make extravagant and untruthful statements concerning their products in newspaper, magazine, and booklet advertising, but craftily keeping within the law on the labels put on the goods.

In the *Foods Law Bulletin* some time ago Dr. Wiley expressed himself pretty plainly along these lines, but it was generally supposed that he was but theorizing. Then Dr. Lederle, head of the New York Health Board and of the Lederle Laboratories, took up the matter in a circular letter, advising that it was the actual intention of the Department of Agriculture to construe the newspaper and magazine advertisements of foods and drugs as a part of the labeling and to seize and condemn, as misbranded, all products whose advertisements appeared to contain misleading statements or misrepresentations just as though these actually appeared upon the packages, and to prosecute the advertisers.

The *National Druggist*, feeling the uncertainty of such a status of the matter, has secured from Dr. Wiley a letter in which he again unmistakably reiterates his contention:

UNITED STATES DEPARTMENT OF
AGRICULTURE.

BUREAU OF CHEMISTRY.

Dear Sir:—The National Foods and Drugs Act contains the following provision:

Section 8. "That the term 'misbranded,' as used herein, shall apply to all drugs, or articles of food, or articles which enter into the

composition of food, the package or label of which shall bear any statement, design, or device regarding such article, or the ingredients or substances contained therein which shall be false and misleading in any particular, and to any food or drug product which is falsely branded as to the State, Territory, or country in which it is manufactured or produced."

It seems to me that the wording of the statute is perfectly clear, the object being to prevent misrepresentations and false statements respecting the virtues or composition of food or drug products. It might be stated in this connection that the newspaper or magazine advertisement, or circular not distributed with the package, might contain any amount of false statements without coming within the scope of the act. I cannot myself consider that such is the case. The package, or label on the package of the food or drug product usually carries the name of the substance. The advertisement is an advertisement of this named substance. The person reading the advertisement would doubtless be misled and deceived and then if he saw a package of goods containing the name of the article mentioned in the advertisement he would think that this was the article referred to, and it had the properties described, that is, the name of the goods upon the label would by this means be false and misleading in this respect, namely, that it recalled an article which had been falsely represented in the advertisement. While I am not a lawyer and do not know what position the courts would take on this question, I am of the opinion that the vast majority would take the position of giving every possible construction to the law which would help to carry its purpose into effect. I do not see how a defendant in a trial could exclude statements which he had made about the article under consideration in advertisements or otherwise. This opinion of mine, of course, has no authoritative value whatever, but is my own view of what would happen in any case brought to trial in which the article involved had been falsely misrepresented in advertisements. It seems to me the court would admit evidence of this kind to show just what the man was trying to do with his product, and if it were shown that he was trying to deceive the public the name of the article could be coupled up with the statements in the advertisements.

Respectfully,
H. W. WILEY.

Many drug manufacturers naturally feel alarmed, but in spite of the cry that Dr. Wiley is becoming an autocrat, the matter simply remains in the hands of the court which would try such a case. It is impossible to escape the conclusion that there is more than a little reason in the idea, as affecting food and drug products.

The Wise Man is speaking—

Sage of the Cleveland Leader says:
"HARPER'S is edited with an intelligence that seeks *goods that wear*, just as a prudent housewife picks a black silk gown; it lasts and *lasts* and LASTS. And always with instruction and entertainment."

So there is *long life* to the advertisements—and a prosperous one to the advertisers who place them—in

HARPER'S MAGAZINE



Medical Journal Advertising Hits The Mark!

For this reason the manufacturer of foods, clothing, soaps, hygienic and toilet preparations, sanitary apparatus, special supplies for institutions, automobiles—anything, in fact, that appeals to the physician in his private or professional capacity—should use adequate space in the high class publications that doctors read and preserve for future reference.

The combined circulation of the journals below—the “Big Six” of the medical journal field—covers over 100,000 practicing physicians.

An advertisement in these publications is

Bull's Eye Advertising

Every shot counts, and as a consequence maximum returns are secured at minimum cost and effort.

There are many firms who have learned from experience that physicians in active practice are the best patrons they can possibly secure.

The “Big Six” will be found dependable patron makers for any product that physicians can satisfactorily use and recommend.

American Journal of Surgery, New York.
American Journal of Clinical Medicine, Chicago, Ill.
American Medicine, New York.
Interstate Medical Journal, St. Louis, Mo.
Medical Council, Philadelphia, Pa.
Therapeutic Gazette, Detroit, Mich.

Suggestive information and rates will be furnished by writing to any one or all of the above.

REACHING CONSUMERS THROUGH NON-CON- SUMERS.

KLAXON AUTOMOBILE SIGNAL CON-
DUCTS UNIQUE CAMPAIGN—SUC-
CESS ATTENDS EFFORTS TO CREATE
PUBLIC SENTIMENT THROUGH DIS-
PLAY ADVERTISING.

By William Allen Johnston.

There are some interesting facts and, perhaps, some advertising lessons, to be found in the advertising campaign on the Klaxon, the automobile warning signal.

In the first place, out of Uncle Sam's ninety-odd millions only about 400,000 own motor-cars; secondly, the Klaxon is not a several thousand dollar motor car, but only a thirty-five dollar accessory thereto; and thirdly, it is the highest-priced automobile signal on the market.

At the opening of the past automobile season—1910—the owners of the Klaxon were in the enviable position of men who could sit back in their chairs and listen contentedly to the productive song of their factory. It is doubtful if any manufacturer ever gets to the real point of saying—and honestly believing: "I've sold enough; I don't care to sell more." But this company at least was as near that more or less mythical point as it is possible for a concern to be.

Yet at this juncture the Klaxon manufacturers voted an advertising appropriation larger by far in amount, and much more comprehensive in scope, than any in their history. Advertising theretofore had been confined to marine and motoring journals and to *Life*.

The new campaign was launched with full pages in *Saturday Evening Post*, *Collier's*, *McClure's*, *American*, *Cosmopolitan*, *Hampton's*, *Everybody's* and *Columbian*. All this national advertising on one automobile accessory!

But still more seemingly unconventional is the intent of the advertising in itself. Its appeal is not to the motorist, nor to the dealer in accessories, nor to the automobile manufacturers. It makes no effort to sell Klaxons.

It is directed wholly at the public at large, at the pedestrian, the 999 who do not own automobiles, the 999 who perhaps never will.

It is the purest kind of "editorial" publicity. Advertising space, purchased at highest rates, is used to put before the reading, thinking public that which many people think can best or only be elucidated in the regular reading pages. And inasmuch as the advertising is productive to the advertisers' complete satisfaction—it shows other manufacturers and many corporations having a public issue to tackle and a public sentiment to create, just what can be done with "editorial" display ad-



TWO OF THE UNUSUAL ADS SHOWN.

vertising rather than depending wholly on a campaign of "press stuff" to editors.

Just as there exists to-day a feeling against the automobile upon the part of a portion of the pedestrian public, so there has also been expressed an antagonism against the powerful warning signal and its distracting noises.

But the automobile has come to stay, and with its established existence upon the public highways there is indicated the necessity of a warning signal which shall be adequate to all conditions and needs and which will thus minimize the danger of a vehicle of heavy weight, high speed and almost silent power.

It is probable that sooner or later the governing bodies of the cities and country in general will demand that autos carry a fully adequate signal, just as they now demand adequate lights. The Klaxon is offered as the kind of

signal that will fill the bill. Hence the advertising and its popular appeal.

As to the noise of the Klaxon, so the advertising states, the manufacturers themselves do not find it agreeable; nor, in all probability does the average motorist who uses the signal. But such a signal is essentially a safety signal and public safety demands its use. It is by no means a question of agreeableness, though it is pointed out that the disagreeable use is often unnecessary and due to inconsiderate motorists.

Wherever necessary, the advertising is directed at this irresponsible motorist. He is defined as a disorderly person who should be heavily fined or otherwise punished for disturbing the peace. If no laws to fit the case exist in the community the enactment of such laws is urged.

Whenever and wherever laws are passed, the intent of which is mistaken by motorists to the extent that the Klaxon is involved, these laws are clearly interpreted by advertising bulletins.

For instance, the State of Massachusetts was recently covered with 500-line newspaper advertisements, which stated in brief that the new state law did not prohibit the use of any one signal, but simply the abuse of all signals; and the offer was distinctly made by the manufacturers to defend at their own expense the case of any motorist who was fined or interfered with in any way for using a Klaxon for warning purposes.

Again, wherever any foolishly drastic ordinances are passed, the Klaxon advertiser takes the issue directly to the people of the city concerned, and not only points out its inconsistencies, but declares that it is unconstitutional as well as unwise.

This advertising, which the timid advertiser might condemn as too blunt and authoritative, has exactly the effect desired—upon the motorist, the dealer, the public in general, and even upon the city councilman.

It may be of interest to the advertiser of patented products to mention here the license system of tags, labels and billheads where-with the manufacturers of the Klaxon uphold their list prices and protect their regular dealers



NO MOTHER NEED WORRY—
If the Automobile is a KLAXON

Children have no sharp vision, no strong eyes, and they are at their wit's end. "The Old Car." It is visible for blocks, even when the roar of clanging trunks and the noise of traffic, and no more, but a positive warning which cannot mistake. The warning key and bell the automobile has, and when the motorist with his horn is a "consequence" are wanted in every time for safety.

If a child is struck by an automobile, it is because he did not hear the horn, or because he heard it too late. The horn is blown, but he does not hear the warning which the Klaxon gives before he can be hit.

A Klaxon horn attracts an attention, even from adults. Against children, it is useless, as every motorist knows. Yet it is the motorist's duty to protect the children, because they have no means to protect themselves.

The peculiar warning tone of the KLAXON is international. It warns where no other horn is heard. It safeguards children and pedestrians, and it lifts a weight from the motorist's mind and nerves. It is a long-range call for warning means between all kinds of vital corners, and it is equally useful for emergency signaling.

Your children are **SAFE** if the automobile uses a **KLAXON**.

LYELL BACCHUS BELL CO. THE KLAXON COMPANY
 100 N. 10TH ST. PHILADELPHIA, PA.

KLAXON
 "The King of Sound"

EFFECTIVE ARGUMENT BY PICTURE AND WORD.

against the cut-rate houses. By the operation of this system a guilty dealer is prohibited by injunction from selling Klaxons at any price, or from even cataloging them. If the dealer then persists suit is entered in the Federal courts and a heavy fine imposed.

The keynote of the periodical advertising was human interest.

Offhand one would say that there could be little human interest appeal in an automobile accessory. As a matter of fact there is human interest in everything that human hands touch, and that human brains conceive and that

human minds want. All that is necessary is to *dig it out* and then humanly portray it.

Photography is the best medium—if your product lends itself at all to photography—and what product does not?

Photography is the reporter of life's realism—the real, intimate news and facts of life. It shows things as they are, and a photo carries an intimate human appeal such as no other representation does. Typographic and illustrative art create effects and are highly necessary to the best advertising display and suggestion, but your photo argues with a sweep and a conclusion. The distinction may, in a sense, be likened to the difference between facile, attractive—but superficial—writing, and that which digs underneath and tells things with the unmistakable ring of truth.

Your editor knows the popular appeal of photographs, and would as soon think of excluding them from the reading pages as an illustrated weekly would consider portraying world events with an artist's brush and pen. Why not more photography in the advertising pages?

The first pages of the new Klaxon advertising campaign were featured with photographs—real photographs taken in the crowded centers of New York City's traffic, and showing the effect of such a warning signal upon the pedestrian. Then the story was told—sharply, concisely and with a catchline of direct human appeal. It is my opinion—both from the standpoint of magazine writing and practical advertising experience that few, if any, pages in the entire magazine were more generally read than this Klaxon page. That result can be accomplished; and I believe that in this instance it was accomplished.

There is another point here: The preparation of this advertising cost considerable money. Five expert photographers—one a war photographer of note—were employed. It took several weeks to obtain just the right kind of photo.

Then much time and expense were also incurred in the prepara-



The circulation manager of a St. Louis daily and Sunday newspaper who was trying by every means to extend the distribution of his publication into the South and Southwest, remarked most emphatically: "You can't make a dent in the **COMMERCIAL APPEAL'S** territory. It's the whole cheese, solid, substantial, secure. It hurts me like the dickens because that's a great section and would be splendid for our advertisers."

But advertisers needn't worry.

The Memphis Commercial Appeal

reaches nineteen out of every twenty people in Memphis and vicinity, and is an unequalled publicity power in its prosperous territory.

Average circulation for 1910: Daily, 51,661; Sunday, 77,610; Weekly, 91,000, and still growing.

In nearly 9,000 Memphis homes **THE COMMERCIAL APPEAL** is the only daily paper regularly taken.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

tion of copy and plates. Every detail was carefully considered. More money was expended in buying preferred position.

The advertising idea here was simply this, that if you advertise at all it pays to do it in the best, even if most expensive, way. Largest obtainable space, best mediums, preferred position—these first of all, and then on top of this appropriation all the extra expense, however great, to make this costly space count for all it is possibly worth.

This advertising paid. Though it was not directed at the motorist at all, though it made no direct effort to sell the product advertised, nevertheless in the advertiser's opinion, it *sold enough Klaxons to pay for the space used*. In other words, the editorial publicity was secured practically free.

Now as to trade journal advertising. Some of the motoring journals cannot be classified under this head; most of them, however, appeal primarily or wholly to the trade.

Some manufacturers still regard trade journal advertising as more or less of a gratuity, just as merchants in many—too many—smaller cities still look upon advertising in their home papers. They don't expect the space to pay, so they fill it with 'most any kind of copy.

As a matter of fact, trade journal advertising—provided, of course the medium is worthy of recognition—can be made to pay and should only be considered on such a basis.

Just as much care and money are expended on the Klaxon advertising in these journals as though the space cost \$3,000 or more per page. Copy is changed for each issue; each layout is altogether different; and not only that but a brand new idea is worked out and presented each time.

Photography predominates in the way of illustration; but the fundamental idea sustained—as in all other Klaxon advertising—is that of human interest appeal. It is decidedly refreshing to come across this Klaxon page in the bulk of advertising which is color-

less to say the least. It is absolutely certain that this one advertising page will secure as much attention as the most interesting page in the regular reading matter.

This advertising has its effect upon the dealer; that indeed is not its least force. All other matter sent to the dealer has the same high quality and unique style; even the box, in which the instrument is shipped, is of "different" appearance and careful manufacture; its labels are pleasing in typography and color and it is fitted with a rope handle so that expressmen will lift it and not give it a careless throw and perhaps injure the instrument.

In other words, the advertising idea was kept forward from the labeling and packing of the product to the last human nature consideration in copy and illustration.

BANKERS HEAR ABOUT PUBLICITY.

The January banquet of the Pilgrim Publicity Association was held at the Boston City Club on January 25th. It was "bankers' night," and between forty and fifty of the leading bankers of Boston were guests of the members. The speakers were: Francis B. Sears, vice-president, National Shawmut Bank, who spoke on "Banking"; Clarence W. Barron, president, Boston News Bureau, "Banking Publicity"; Perry L. Burrill, Old Colony Trust Company, "Advertising a Trust Company"; H. B. Humphrey, "The Pilgrim Publicity Association and Its Opportunities"; Arthur Llewellyn Griffiths, A.M., on "Philippine Finance, Past and Present."

The February meeting will be devoted to retail trade. The date is February 27th. The committee in charge is composed of the advertising managers of many of the leading department stores of Boston.

Carl de Younge, the advertising specialist, formerly connected with the *Buffalo Courier*, has gone with Berry Bros. Ltd., Detroit, as advertising manager.

The Chicago *Record-Herald* claims to have increased its daily circulation 72,777 during the past four months from the time the Chicago morning papers cut their price to one cent per copy. A gain of 12,656 per day for January is reported. The total daily circulation is now given as 210,818.

On the other hand the Chicago *Daily News* average for January is 317,628 against 332,374 for January last year.

Thirty-five per cent

of the display advertising published in the average daily newspaper offers for sale products and services which tend to demoralize and destroy the well-being of a community. Such advertisements

Cannot Get In

The Christian Science Monitor. All its advertisements are censored and all questionable copy is rejected. This is important to the national advertiser because his announcements in The Monitor do not have to compete for attention with that objectionable class of advertising.

The Christian Science Monitor

a daily newspaper for the home, is different in many other respects, all of these differences being to the advantage of the national advertiser who is seeking a world-wide market.

TWENTY CENTS AN AGATE LINE

BOSTON, MASSACHUSETTS

Four editions each week-day

THE TOPPLING OF THE "READING NOTICE" FALLACY.

"READERS" RUN AS NEWS ARTICLES
DECEIVE THE READING PUBLIC—
ESSENTIAL FOR NEWSPAPERS TO
SAFEGUARD AGAINST UBIQUITOUS
PRESS AGENT—A WORD ON EDITORIAL
TREATMENT OF READING
NOTICES.

By H. F. Henderson.

There has been a continuous procession of improvements in advertising custom and standards; but there is one improvement I have particularly noted as important yet hardly realized, the steady elimination of the free "reader" notice and "write-up"—those sneaky eulogistic utterances set in regular body type with the same style head as a pure news story and followed by either one, two or three stars, as the policy of the paper dictates. I do not refer to the small ads of a few lines each, such as, for instance, the New York *Sun* runs at the bottom of the news columns, notably on the first page, and follows with an honest and emphatic "advt" in italics, but the more lengthy articles that are calculated to deceive the layman and make him believe they are actual news articles when they are really raw ads, paid for at an exorbitant rate and masquerading as news—sometimes also granted as a bonus to display advertisers.

They deceive the readers and insult them, unknown to them, in most cases, for it is to the readers that publishers owe very much. Were it not for them the papers could not have the circulations that enable the publishers to get a sufficient amount of advertising at rates that are profitable.

The paper that runs this starred stuff is just as liable to "throw down" the advertiser who pays four or five times the regular rates for this deceiving stuff as they would try to beat a rival paper on a big news event, though the deluded advertiser gets the impression, quite naturally, that

he is securing a kind of protection in thus paying tribute. And it is a fact that most of the individuals and firms who have used this kind of publicity were engaged in enterprises that would not successfully bear the full light of day. Again, on the other hand, I cannot recall ever having seen one of these misleading ads of a conspicuously, successful national advertiser. They all prefer the honest, open display ad paid for at the regular card rates.

In this connection I am reminded of an excellent illustration. About ten years ago a man of the name of Miller ("520 per cent Miller" he came to be nationally known) announced he was paying ten per cent a week interest on money. Of course, the principal could be withdrawn at any time, etc. The game was a raw one and as old as the hills, but, of course, thousands of cheerful idiots "fell for it." Even the intelligent high-school boy knew it was a fake and all the papers knew the result would be ruined homes, the savings of a lifetime lost, utter despair and probable deaths. As a matter of fact, at least two suicides did result. Of course, the bubble burst, with the usual result, ruination to a great many, arrest of the principal, a trial, conviction and so on. Well, for a short time after the start of this swindle the papers said little or nothing about it, with the exception of one New York newspaper; it was one of the few that have the "largest circulation." This paper printed a three column news (?) article about the young Napoleon of finance. The article was extremely eulogistic and there was a three column halftone picture of Mr. Miller in an easy pose, looking very wise, intellectual and philanthropic. But after this write-up were the three stars, almost indistinguishable, as they were intended to be. Just how many people read this article, which was practically if not actually criminal, it is, of course, impossible to know, but they must have been numerous. The ad cost the swindler many hundred dol-

lars and when the inevitable exposure came this same paper was more active than any other and printed more stuff in denouncing the fraud.

A little more than a score of years ago this paper had a special department which was known as the "Reading Notice Department." It was conducted by two men, neither of whom had had any previous connection with the paper, I believe, and about thirty people were employed by them. Many solicitors were sent broadcast over the land and quite a lot of business resulted, principally from writing up the towns that wanted new industries and a "boom" generally. But this department did not last long. The solicitors were not so conscientious in their representations as they might have been; to put it mildly, complaints were annoyingly numerous, there was constant friction, very naturally, with the regularly organized departments of the paper and finally the reading notice department was abandoned, greatly to the relief of most of the head employees of the paper. The scheme was pretty well threshed out, but it failed.

Of course, there are many times when an interesting event occurs which, if printed, would be a good ad, more or less direct, for some person or some concern. In most cases these happenings are not printed and for good reasons, for the news is often "manufactured" news and is a discrimination against the honest advertiser who wastes no time trying to scheme out ways of getting advertising for nothing.

Newspapers and the weaker magazines and trade papers are coming to see the sound sense of safeguarding their advertising departments very carefully; but it always seems as though the slippery press agent finds new ways to "get across." With all their safeguards skillful press agents once in a while "break through" and make the astute editors look like the proverbial thirty cents the next morning.

The advertising manager of a

Complete

The
readers of The
Woman's Home
Companion
also like the
advertisements.
They have been
saying so
for a
number of
years.

Do they like yours?

publication is often bothered to death with the man who buys a bunch of display space and then expects a few yards of free "readers" thrown in. He suggests a man buying a turkey and then insisting the butcher man throw in a steak and a few pounds of sausages! Publications in an independent position have stopped this nuisance by flatly refusing to run any free readers under any circumstances, although even they sometimes break the rule. Others have gone further and now refuse to run an ad disguised as a news story in regular reading appearance unless it is followed by the frank "adv't," and by a different headline type. Senator Owen has introduced a bill making it illegal to run an ad as reading matter unless marked as an ad.

At the present rate of progress, it is only a short time until about all the leading newspapers and other publications will adopt and stand for a right attitude regarding readers.

In addition, here is one instance of the use of the three star appendix that greatly amused me. It was in the same paper that held Miller up years before. A few years ago the head of one of the biggest retail stores in New York, a store that paid hundreds of thousands of dollars for local advertising space, was about to sail for Europe with his family, for a Continental tour. One of his representatives went to the paper and saw the editor and told him he ought to print a "piece" about it. The editor referred the representative to the advertising manager, probably because the principal was an advertiser, and a long argument resulted. Finally the advertising manager reluctantly consented to print something about the departure in next day's paper. And he did. It was about half a stick long, with a single line head, and it was all right as a brief item of news, but after the article were the ubiquitous three stars.

There are any number of good respectable publications—and not all newspapers, by a long shot—

which print a lot of matter because of the advertisers they hope to make happy with it. "Articles" on travel, touring, motoring, gardening, building, pure food and a long line of things are neatly tucked in alongside of ads on the subject. True, the articles may not be direct ads for an individual advertiser, but the stuff—take it from one who knows—is written inside the advertiser's shop, and passed along to the editors as "suggestions." It is no uncommon occurrence to have advertisers "suggest" that if "editorial attention" be paid to the line of thought profitable to advertisers, a campaign will be forthcoming.

I do not believe that such a thing is as profitable as it looks. The reader has a few small grains of intelligence and his opinion of advertising (and its influence with editors) is slowly forced down toward a danger point. The highly respectable publication which would scorn the straight reading notice, but is blandly persuaded to "take up a subject editorially," is doing quite as subversive and unethical a thing as the more raw publication frankly "working things."

With this last stronghold of the "suggestive" press agent shaken down, and the editor given a free hand to work solely for the reader and not for the advertiser, the advertiser will find his best profit. Editors ought to have some advertising perspective, too—a fact not appreciated by many journalists—in order that in the pursuit of his editorial function he will be proof against the advertising grafter, so clever in making the old kind of editor think he's missing "news" if he omits to print the ingenious "dope."

Among the changes resulting from the purchase of The Housekeeper Corporation by Collier & Nast is the transfer of Luther D. Fernald, New York manager of *The Housekeeper* at the time of the change of ownership, to the Chicago office of *Collier's Weekly* and *The Housekeeper*. Mr. Fernald was Western representative of *The Housekeeper* before his advancement to the New York management.

Advertising Data Cards

The Series A Data Cards have proven so interesting to general advertisers that we have decided to send out a few more sets.

- | | |
|--------------------------------|----------------------------------|
|1. Selecting Newspapers. |11. The Order System. |
|2. Selecting Magazines. |12. Price Demoralization. |
|3. The Rate Unit. |13. Agency Responsibility. |
|4. Agency Services. |14. Half Baked Advertising. |
|5. Printing Requirements. |15. Sampling. |
|6. Art in Advertising. |16. Changing Copy. |
|7. Morning Papers. |17. Localized Advertising. |
|8. Evening Papers. |18. Sales and Advertising. |
|9. Sunday Papers. |19. Distribution. |
|10. Problem of Plates. |20. Whose Agent is He? |

These cards were prepared as private instructions to our solicitors defining essential points on important problems in advertising.

As long as this new supply of Series A cards lasts, we shall be glad to send a set to any general advertiser who checks in the accompanying list the subjects in which he is especially interested.

The data on these cards is based on facts and experiences. Each topic is itemized and condensed until close application is required to comprehend the full meaning implied. Whoever reads these cards will appreciate the value of a competent and thorough advertising agency.

M.P. Gould Company

Advertising Agency

31 EAST 22d STREET

NEW YORK

BETTER CORPORATION RELATIONS WITH PUBLIC.

DECISION TO "TRUST THE PUBLIC"
REACHED BY HARRIMAN LINES—
GENERAL ADVANCE IN THOUGHT
AND PRACTICE ALONG THESE LINES
—INTERBOROUGH STARTS HOUSE
ORGAN.

"The corporations," said Paul D. Cravath, the corporation lawyer, at the Finance Forum in New York last Wednesday evening, "made almost a criminal mistake in not having inaugurated a policy of publicity, which has now been forced on them by muck-rakers."

In this opinion, Mr. Cravath has only stated in a pungent way the conviction of the many other lawyers and bankers who have spoken before him at the Finance Forum that publicity in corporation matters has not only come to stay, but very properly so.

Wall street and the large interests of the country have been shocked into intense interest by the new conception of public relations contained in the announcement just made by the Union Pacific and Central Pacific railroads that they will hereafter "trust the public" absolutely. For the two Harriman lines to proceed with road improvements to the tune of \$75,000,000 while the freight rate question is still up in the air is inexplicable from any former point of view. It shows such a complete abandonment of the earlier theory of railroad absolutism and policy of resistance to regulation, and such optimism and good psychology of corporate relationship as the "Street" finds epoch-making and revolutionary.

The signal departure from precedent has, of course, for its purpose to inspire the public with confidence in the railroads, and gain its good will.

"We realize," it is said for the Union Pacific, "that the public in giving the railroads the special privileges they enjoy has, so to speak, put itself in the hands of the railroads, and the Union Pacific proposes, not by words but by deeds, to show that it recognizes

its obligation, and that it will not lag behind, but will keep full pace with the progress of the country it serves."

The speaker might better have said by deeds as well as words, since the road has lost no time in making its new attitude known to the public.

The march of events had convinced Mr. Harriman some time before his death that the days of absolutism in railway management were past. He is quoted as saying after one of his missionary trips to Washington:

"I believe that the most important duty now confronting the management of the railroads of the country is the development of more friendly relations, and of a spirit of co-operation between the railroads and the country, and the railroads and the departments of the Government, and for my part I mean to devote myself to that work."

As Otto H. Kahn, of the banking house of Kuhn, Loeb & Co., has pointed out in a recent address on Mr. Harriman, one great reason "for popular misconception of Mr. Harriman's motives arose from the fact that he failed to recognize, as indeed did most financiers of his day, that a man holding the power and occupying the conspicuous place he did was a legitimate object for public scrutiny, and that if the people were met instead with silence, secrecy, impatience and resentment of their desire for information, the public mind very naturally became infected with suspicion and lent a willing ear to all sorts of gossip and rumors.

"Capitalization," Mr. Kahn continues, "is a problem which I look upon as possessing rather less far-reaching importance in its bearing than has come to be attached to it in many quarters, and which to the extent that it is affected with serious public consequence could, in large measure, be met by the simple requirement, strictly enforced, of *complete, minute and honest corporate publicity.*"

This more general demand for openness is further shown by the announcement of one of the factions of shareholders striving to obtain control of the Central Leather Company, J. S. Bache & Co., of Boston, in a circular solic-

iting proxies for the forthcoming annual meeting, say:

"What we want is reasonable representation on the directorate for the common stockholders, and quarterly reports made regularly to shareholders, showing assets, liabilities, sales and profits, in a clear and business-like way, so that any stockholder will know about the condition of his or her property. That publicity of this kind is as beneficial for the preferred as well as for the common stockholder is apparent, without further argument."

One may form some opinion of the commercial value of this "growing tendency on the part of public service corporations to deal more frankly and openly with the public," when Swift & Co. see fit to feature in their year book their pursuit of this policy:

"We believe," they say, "that we have had success because we have adhered to the three following rules: 1. Manufacture and market as good products as can be produced. 2. Sell those products in competition. 3. Make the merits of those products known by wise and liberal advertising."

"There are over 12,000 co-partners in Swift & Co.," the year book continues. "Many of them own less than ten shares each. The person who owns Swift & Co. stock has back of it not only the physical property of the corporation, but the patronage of the purchasing public, which is of inestimable financial value and has been obtained at a great expenditure of money and by years of experience in manufacturing and advertising."

What publicity can do for a public service corporation was strikingly illustrated in New York City in 1906, when the New York Telephone Company was threatened with competition. The company at that time immediately supplemented its other efforts to retain the monopoly of the field by an advertising campaign in the daily newspapers to show the public the benefits of a single service and the disadvantages of a double or triple service. The campaign was successful. It convinced the people, or enough of them, that Mr. Carnegie's advice was equally applicable to the field of public utilities—"put all your eggs in one basket, and then watch the basket." It assisted the public to watch the basket by parading the basket before it daily in the public press.

Little need be said of the effective advertising of the American

The Newark Star

The Progressive Home Newspaper
of New Jersey

**Circulation Statement
for the Year 1910 Shows
an Average of 78,103
Net Copies Daily (all editions).**

It has the largest circulation of any newspaper in New Jersey.

It thoroughly covers Northern New Jersey.

It has a strong, steady, reliable sale with home readers.

Despite the rapid growth of advertising space in former years, the year 1910 far exceeded all previous records.

In 1910

The Newark Star circulation was 78,103 daily. Gain of 6,103 over 1909.

Local display advertising was 289,902 lines more than 1909.

Foreign display advertising was 93,101 lines more than 1909.

In its columns practically every Newark advertiser is found. Further information on circulation on request at home office.

Foreign Representatives

PAUL BLOCK, INC.

CHICAGO NEW YORK BOSTON

Telephone and Telegraph Company and Associated Companies which so impressed the Standard Oil Company that it has secured the services of Mr. McCann, the former director of advertising for the New York Telephone Company, seemingly for the purpose of having him pursue a similar policy of openness in regard to the Standard Oil, which has been said to be the most universally unpopular corporation in the world.

"Co-operation is the keynote of telephone success," says the American Company's advertising, and it drives this point home by continuous publicity until the public is in a fair way to realize the efficiency of the service and the reasonableness of the charges it makes.

No local public service corporation probably has been more attacked than the Interborough Street Railway Company of New York. A brief and rather ill-advised advertising campaign was once begun, but it was so obviously for the interests of the company alone that it was not well received.

A first step has now been taken. The Interborough has just published the first number of a house organ, and though this is for the perusal of the employees, yet it shows an appreciation of the force of publicity. After striving in the modern way for a fuller co-operation with its employees, it will, without doubt, be in a better state of mind for a fuller co-operation with the public.

The most pertinent feature in the first number of the *Interborough Bulletin* is a quotation from Thomas N. McCarter, president of the Public Service Corporation of New Jersey, which quotation is itself a brief for publicity:

"The more I think of it the more I am convinced that criticism of public utility corporations is prompted not so much by poor service, malice or a lack of appreciation as it is by a failure to understand the complexities and difficulties of their work. Perfection itself would have its critics. But I hold fast to the belief that the public, as a whole, is fair. I am satisfied that when the public hears both sides of a question its decisions are usually just, and whether it is dealing with a man or a corporation it will always stand firmly for a square deal."

KELLOGG CONVENTION UP- HOLDS PRICE MAINTENANCE.

BRANCH MANAGERS ENDORSE PLAN
UNANIMOUSLY—ADVERTISING
OUTLINES PLANS AND MEDIUMS
FOR YEAR—EMPHASIS ON MOVING
GOODS FROM SHELVES.

An action of special significance with reference to the controversy on price maintenance, was taken by the branch managers of Kellogg Toasted Corn Flake Company during their recent annual conference at Battle Creek. The branch managers voted an unanimous endorsement of the Pacific Coast plan of protected values which the company has had in operation for some time in its Pacific Coast territory; and without an opposing voice and almost without discussion every branch manager expressed himself as highly desirous of adopting the plan of protected values in his own territory as soon as the company's legal department had given it a "right of way."

This action was all the more significant owing to the fact that it was practically the only unanimous vote recorded during the conference, as the widely different conditions in the various sections of the country comprising their respective territories made a difference of opinion inevitable on almost every other subject.

During the session, the company's advertising agent, Stanley Clague, of Clague-Painter-Jones Company, of Chicago, was present with the original drawings and proofs of the advertising copy for general use during the campaign for 1911, and he also addressed the meeting on the general subject of national advertising. Mr. Clague made the statement that since the beginning of the company's advertising over four hundred million separate copies of the company's ads had been printed and circulated; that the campaign for 1911 would result in the circulation of eighty million pieces of copy, most of which would be

magazine pages and back covers in colors.

He said that it could be safely stated that this year's advertising campaign will produce almost one copy for every man, woman and child in the United States, according to the last census. In the course of his remarks Mr. Clague emphasized the importance of the sales force giving their attention less to the problems attending the selling of goods to the dealer and more to that of moving goods off the dealers' shelves and increasing the consumer demand.

Mr. Clague announced a list of national magazines which would be used for the 1911 advertising of Kellogg's Toasted Corn Flakes as follows: *Adventure*, *Ainslee's*, *Popular*, *Smith*, *Argosy*, *All Story*, *Cavalier*, *Railroad*, *Blue Book*, *Green Book*, *Delineator*, *Designer*, *New Idea*, *Century*, *Collier's Weekly*, *Columbian*, *Cosmopolitan*, *Everybody's*, *Good Housekeeping*, *Hampton's*, *Housekeeper*, *Judge*, *Ladies' Home Journal*, *Ladies' World*, *Leslie's Week-*

ly, *Life*, *Life and Health*, *Lippincott's*, *Literary Digest*, *McClure's*, *Metropolitan*, *Modern Priscilla*, *Munsey's*, *Outlook*, *Pacific Monthly*, *Pearson's*, *Pictorial Review*, *Quarterly Style Book*, *Red Book*, *St. Nicholas*, *Saturday Evening Post*, *Scribner's*, *Success*, *World Today*, *World's Work*, *Youth's Companion*.

FRANK E. GAUSS IN SOUTHERN FIELD.

Frank E. Gauss, while maintaining headquarters in New York, will cover Philadelphia and Southern points for *Collier's* and the *Housekeeper*. Mr. Gauss was formerly advertising manager of the *Housekeeper* and was one of the valuable acquisitions made by Robert J. Collier and Conde Nast upon their recent purchase of this magazine.

AD MANAGER FOR WALTHAM WATCH.

Harry A. Brown, formerly proprietor of the Victoria Hotel, Boston, has been appointed advertising manager of the Waltham Watch Company, with headquarters in the John Hancock Bldg., Boston.

Earnest Elmo Calkins, of Calkins & Holden, addressed the Twenty-third street Y. M. C. A., New York, February 1st, on "How Modern Advertising Sells Goods."

College World—a Strong Advertising Medium

Back of the rapid growth of the College World there is a definite reason.

It is the only publication that tells college men about their college and all the colleges.

It is not a school paper but a broad, clean, clear National magazine.

That is why it is of interest from cover to cover to every undergraduate and alumnus.

That is why no pages are missed, why every advertisement gets an intelligent buying audience.

Every campaign should include College World Magazine.

Every advertiser of first-class merchandise, will find it a results producer.

Rates are reasonable.

The proof awaits you, sir! Write.

COLLEGE WORLD CO.

1 Madison Avenue

NEW YORK

In the Tower

MR. BOWERS' IDEA OF UNIFORM PROFIT DEFENDED.

PRAISE FOR A MEMPHIS MERCHANT WHO REFUSES TO CHARGE PATRONS ANY EXCESS OVER FIFTEEN PER CENT PROFIT—UNIFORM PROFIT ON ALL CLASSES OF GOODS THE UNVARYING RULE IN HIS THIRTY-TWO GROCERY STORES.

By Arthur J. Zellner,

Advertising Manager for Duke C. Bowers.

In the issue of January 19th PRINTERS' INK gave space to an article by Mr. Eastman, of the Kellogg Toasted Corn Flake Company, that, in the writer's opinion, was based partly on prejudice, partly on a complete distortion of facts, and showed very plainly that his ideas were based on misinformation.

I want to take exception to his use of the term "price-cutter" as applied to Mr. Bowers. A price-cutter is a man who cuts prices on some things and equalizes his profits on others.

Mr. Bowers gets a uniform profit of twelve and a half to fifteen per cent on everything that he sells, trade-marked goods and others. He refused to make more than this amount on anything, because he is unselfish enough to think that a good living profit is all that a grocer is entitled to and that all profit above this amount is extortion and injustice. This is a view of the matter that is, I admit, hard to understand in this day of "get all you can and let the other fellow go hang." When I first became associated with Mr. Bowers, about five years ago, I had my doubts as to the sincerity of his motives, but to-day his worst enemies in Memphis will admit to you that he has held unswervingly to his purpose of making only a reasonable profit on everything—twelve and a half to fifteen per cent.

This applies to eggs, butter, sugar, and everything else—Mr. Eastman to the contrary, notwithstanding.

Now as to "service and honesty of the goods":

The cleanest, best regulated groceries in Memphis are Mr. Bowers'. His clerks are courteous and painstaking and the environment of all thirty-two stores is inviting, the atmosphere pleasant.

As to the honesty of his goods, long before the Pure Foods law made the label changes necessary, Mr. Bowers advertised all but pure maple syrup as "imitation maple"—though the label on the can emphasized the manufacturer's effrontery with the words "Pure Maple Syrup."

Mr. Bowers buys for cash and sells for cash. He conducts his stores economically and his organization is so perfect that he effects scores of savings in operation.

He has simply applied the science of modern methods to a line of business that has probably been less improved than any other business in the world. He maintains—and with reason—that if his honest methods, honestly applied, allow him to do business on a smaller margin of profit than some one else, the public is entitled to the privilege of buying goods at his prices. Every cent of profit that he is forced to charge in addition to his price is an unnecessary tax upon the customer. And, after all, Mr. Eastman, the consumer is the one that Congress is supposed to protect and not the grocer who is so inadequately prepared to run a business that the manufacturer can only sell him goods by protecting his profits by a fixed price.

Unless Mr. Bowers maintained his uniform profit on everything from eggs to the most widely advertised article, Mr. Eastman's contentions would have a semblance of fairness, but in view of Mr. Bowers' actual methods no fair-minded man can justly criticize his desire for the privilege of making his own prices; certainly the criticism must come from a different angle than that from which Mr. Eastman flung his prejudiced "near-ideas."

Subscription Receipts in 30 Days---\$16,365.45

In buying advertising space, the shrewdest judges of values generally consider the editorial strength of the paper in question and the subscription policy which is pursued in securing the circulation.

THE MICHIGAN FARMER

has been issued for over 57 years. It has been under its present management for over 17 years. During these 17 years, it has been noted for its well written practical articles, applicable to local conditions which have made it the strongest possible factor in the upbuilding of Michigan agriculture. Naturally as it has increased its prestige with the farmers of Michigan, it has also shown a steady increase in the volume of advertising carried, due entirely to the fact that it has become known as the *only* medium through which an advertiser can reach the best third of the Michigan farm homes.

As an illustration of its standing as a subscription producer, we are pleased to submit the following detailed statement, by days, of the subscriptions received during the month of December, 1910, and January 2nd and 3rd, 1911:

December 1—191	December 18—Sunday
December 2—196	December 19—707
December 3—184	December 20—877
December 4—Sunday	December 21—608
December 5—313	December 22—491
December 6—232	December 23—469
December 7—189	December 24—463
December 8—167	December 25—Sunday
December 9—174	December 26—376
December 10—207	December 27—675
December 11—Sunday	December 28—724
December 12—259	December 29—729
December 13—401	December 30—949
December 14—246	December 31—1020
December 15—262	January 2, 1911—1031
December 16—264	January 3—755
December 17—324	

The total number of subscriptions received during the above 30 days was 13,493.

Every subscription was paid in advance for at least a year and a large percentage of them are for three years and five years. It has been the subscription policy of **The Michigan Farmer** to stop all subscriptions at their expirations unless they are renewed, so that this circulation is absolutely net and therefore has a tangible value for the advertiser who really has a reliable article to sell to Michigan farm owners.

While this showing is good and while December is one of the best months in the year, it is not always the best, for in January, 1910, a year ago, we received a larger number of subscriptions than in December, 1909, and in September, 1910, we received 11,045 paid subscriptions.

We now guarantee advertisers a circulation exceeding 80,000 copies per week.

ADVERTISING RATES \$.40 per line with reasonable discounts for space.

May we furnish you with some additional information?

Lawrence Publishing Company

Detroit

George W. Herbert
Western Representative
1st Nat. Bank Bldg.
Chicago, Ill.



Michigan

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City

THE CAMPAIGN FOR LEGAL PROTECTION AGAINST ADVERTISING DECEIT.

MANY BILLS IN LEGISLATURES AGAINST UNTRUTH AND EXAGGERATION IN ADVERTISING—GOVERNOR OF MICHIGAN RECOMMENDS SUCH A BILL IN HIS MESSAGE—LAWS ALREADY IN FORCE ARE LAWS ON OBJECTIONABLE MEDICAL ADVERTISING — GENERAL LAWS NOT SPECIFIC ENOUGH.

By S. C. Lambert.

With a number of state legislatures considering bills to punish advertising fraud and even "exaggeration"; with several governors recommending similar measures, and with the first case against exaggerated advertising to be decided in New York, there is much hope that the desires of those who have been striving to put advertising beyond the use of the faker and the defrauder will eventually be realized. The Collier \$50,000 fund, pledged to drive out advertising fraud, further advances this cause.

The increasing disposition of the people's representatives to define the responsibilities of the advertiser and the publisher will, if incorporated into properly drafted and fairly enforced laws, go far to cure the evils which legitimate advertisers and most publishers have themselves strongly censured, and encourage a greater number of manufacturers to use more display space to talk to consumers.

The bills, passed and in the process of passing in various states, are, broadly viewed, an effective result of the campaign of education which the officers and leaders in advertising organizations have been carrying on. They are the crystallization of the code of ethics which decent advertising men have so earnestly and so steadily been developing into unanimity. Right legislation will serve the admirable purpose of making all those who have refused to respond to an appeal to

reason on the plea of their own best interests, amenable to laws that provide for explicit punishment. The temptation to make use of the sensational value of exaggerated and deceptive advertising, in case exaggeration is less widely practiced, will be met with legal penalty.

A Minnesota bill to correct the abuses of fake advertising has been outlined and introduced through the instrumentality of the Town Crier's Club of St. Paul. It was the desire of these men, representing the enlightened advertisers of the state, to make actionable at law the offenses of those concerns which limited their advertised claims only by their judgment of what they were able to "get away with." If a proper law is put upon the Minnesota statute books it will put into the hands of the advertising men a club which may be swung with vigor upon the conscienceless heads of the modern Robin Hoods who lie in wait with deceiving copy along advertising highways.

It is easily possible that the high grade of commercial and advertising interests centering in Detroit and the other manufacturing cities of Michigan actuated Governor Osborn to devote part of his inaugural address to a severe indictment of fraudulent advertising. He said: "The action of the Federal authorities in excluding offending newspapers from the mails protects only a part of the readers of fraudulent advertisements. There should be state legislation holding publishers accountable for printing the palpably dishonest advertisements of investment swindlers and of all other unscrupulous advertisers who seek to betray the readers' confidence in the integrity of the press."

Governor Osborn, an old newspaper man, is obviously impatient with those publishers who so far forget their duty to their readers and to honest advertisers that for a consideration at space rates or better they put upon a front seat of the selling vehicle they direct an ad-

vertiser whose goods fall ridiculously short of their claims. He may have had in mind some particularly flagrant examples of financial advertising which 1910 witnessed, and which swindled the public out of millions of dollars.

The sterling advocacy of better advertising regulations by the Pilgrim Publicity Association of Boston and by other Massachusetts advertising clubs has led to the introduction in the legislature of that state of a clearly defined bill that will act to divide the sheep from the goats. The bill was introduced by George H. Tinkham, a Boston attorney, shortly after the first of the year. As a representative effort of the national tendency to clean up advertising, it is worth quoting in full. The heavy punishment provided indicates how seriously some reformers estimate the offense of dishonest advertising claims.

The bill is as follows:

An Act to prohibit the making or publishing of false or exaggerated statements concerning the Affairs, Pecuniary Condition or Property of any Corporation, Joint-Stock Association, Partnership or Individual.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

Section 1. Any person who knowingly makes or publishes, or causes to be made or published, in any way whatever, or permits to be so made or published any book, prospectus, notice, report, statement, exhibit or other publication of or concerning the affairs, financial condition, or property of any corporation, joint-stock association, partnership or individual, which said book, prospectus, notice, report, statement, exhibit or other publication, shall contain any statement which is false or wilfully exaggerated, or which is intended to give, or which shall have a tendency to give, a less or greater apparent value to the shares, bonds or property of said corporation, joint-stock association, partnership or individual, or any part of said shares, bonds or property, than said shares, bonds or property or any part thereof shall really and in fact possess, shall be deemed guilty of a felony, and upon conviction thereof shall be imprisoned for not more than ten years or fined not more than ten thousand dollars, or shall suffer both said fine and imprisonment.

Sec. 2. All acts and parts of acts inconsistent herewith are hereby repealed.

The inclusive sweep of such a law as this would make the pun-



Other forms of publicity, magazines, for instance, may HELP to load up the local dealers' shelves.

It usually takes NEWSPAPER advertising to unload them.

Local dealers are getting wiser every day. They now want to KNOW that the demand is going to accompany or at least closely follow their supply.

Each man is interested in his own community. A multiplication of these individual units means an extension of the general field with every point open to individual and special treatment; help for the weak, boost for the boomer and the economical elimination of the impossible.

Experience and intimate knowledge enables us to show you how you can simultaneously secure a distribution and create a demand that will quickly move the goods in a score of prosperous cities.

We offer our time against yours, any time, anywhere.

THE JOHN BUDD COMPANY,
Newspaper Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

ishment hard to dodge, if the offense were proved. The publisher as well as the advertiser would have to answer. And it would little avail an offender, whether publisher or advertiser, if he lived outside the state, for if fraud were once established, the prosecutor would have in a Federal regulation an auxiliary weapon which could be wielded without regard to state lines. This is the postal regulation against the use of the mails for purposes of defrauding. Indictment and conviction under such a state law would be strong presumptive evidence of fraud in a Federal case.

This proposed Massachusetts law matches one just as thorough-going now upon the statute books of New York State. Many advertising men were surprised to learn that such a law existed when it was invoked last summer by Assistant District Attorney Moscovitz in his prosecution of a dealer having a store on Broadway, New York City. This merchant advertised that he had bought 9,000 raincoats at a customs seizure and could therefore sell them at a low price. As disproof of this assertion the Assistant District Attorney had the Deputy Collector of the Port swear that no such seizure had been made. The law was passed in 1904 and amended in 1908, and is as follows:

421: UNTRUE AND MISLEADING ADVERTISEMENTS.

Any person, firm, corporation or association, or any employee thereof, who, in a newspaper, circular or other publication, published in this state, knowingly makes or disseminates any statement or assertion of fact concerning the quantity, quality, the value, the method of production or manufacture, or the reason for the production of his or their merchandise, or the manner or source of purchase of such merchandise, or in the possession of rewards, prizes or distinctions conferred on account of such merchandise, or the motive or purpose of a sale, intended to give the appearance of a plan advantageous to the purchaser which is untrue or calculated to mislead, shall be guilty of a misdemeanor.

Any person, firm, corporation, or association, or any employee thereof, who violates any provision of this section shall be liable to a fine of not less than \$25, or more than \$100, for each offense.

A trained investigator who would take the trouble to mouse through the statutes of all the states would doubtless find many of them having laws penalizing dishonest advertising. Certainly the legislative attempt to safeguard the reading public is not confined to the East, as a statute now in the Revised Idaho Codes proves. Section 7,128, of volume two, of the Revised Codes of that state expresses the law in much the same manner as does the bill now in the Massachusetts legislature. It divides the responsibility for publishing false statements between the advertiser and the publisher. It follows:

Sec. 7128. Any person who knowingly makes or publishes in any way whatever, or permits to be so made or published, any book, prospectus, notice, report, statement, exhibit or other publication of, or concerning the affairs, financial condition or property of, any corporation, joint stock association, co-partnership or individual, which said book, prospectus, notice, report, statement, exhibit or other publication, shall contain any statement which is false or wilfully exaggerated or which is intended to give, or which shall have a tendency to give, a less or greater apparent value to the shares, bonds or property of said corporation, joint stock association, co-partnership or individual, or any part of said shares, bonds or property, than said shares, bonds or property or any part thereof, shall really and in fact possess, shall be deemed guilty of a felony, and upon conviction thereof shall be imprisoned for not more than ten years or fined not more than ten thousand dollars, or shall suffer both said fine and imprisonment.

The usual wail is being raised that this crop of bills and laws is only another indication of the American habit of running to the legislature to correct abuses which are sure to correct themselves. One man expressed the opinion that too much legislation vitiates the judgment of the individual.

Governmental coddling of citizens must result in a weak reliance upon legal safeguards instead of a sturdy dependence upon one's thought-out conclusions. His statement implied that the old doctrine of *caveat emptor* must be allowed to prevail in the relations of the

WHEN you hire a husky porter you want him to be something more than husky. You want a big, strong man plus intelligence and energy and sobriety.

When you buy advertising space you want a certain circulation at a certain price, but you do not want merely circulation at a certain price. You want circulation plus.

In other words, the character of your porter is as important as his height and the size of his biceps. The character of your advertising medium is as important as its size and price.

The price per page per thousand circulation of McClure's Magazine is a factor in its selection, but it is only a factor; it is not the leading factor.

The character of McClure's, what it stands for, its personality, its energy, its sobriety, its intelligence, all have a vital effect on what it does for you. So the only way to buy space in McClure's is the only way to buy space in any medium—circulation plus the character of the magazine itself.



McClure's Magazine

44 East 23d Street, New York

BOSTON

CHICAGO

CURTIS P. BRADY, *Advertising Manager*

advertiser and his readers. The consumer must educate himself to discriminate between wares offered for sale in periodicals, just as he does those offered to him in a retail shop.

Besides, manufacturers have already discovered, this man urged, that exaggerated and misleading advertising does not pay in dollars and cents. A manufacturer knows that five years hence he will be the worse for unjustifiable claims made to-day.

This gentleman overlooked the undeniable fact that those advertisers who have won the greatest notoriety by euchering newspaper and magazine readers out of amazing total sums *had no intention of staying in business for five years.* It was not future good-will they were advertising for. It was a quick clean-up and a quick "get-away." Only law can deal with these. It is to be noted that swindlers were the first to recognize the selling power of advertising. It was their heavy patronage in the early years of the development of advertising that gave advertising a disrepute which in the popular mind long stamped it as properly subject for suspicion. Legitimate advertising ever since has had to compete with fraudulent and exaggerated advertising—advertising distinctly immoral and fundamentally illegal. Yet until the last few years no effort was made to exercise well-grounded legal power to curb the deception which has been hampering the development of the business.

A number of states now have laws on the subject of what is generally known as "objectionable" medical advertising—chiefly of the venereal variety. Wisconsin laws absolutely forbid the advertising in any way of specialists in sexual diseases, etc., Advertisers and publishers are each liable to a fine of \$25 to \$100. Further than this it is illegal to keep such medicine for sale or to distribute such advertising.

Minnesota has a law almost similar in wording, but the clause making it illegal to sell is omit-

ted. The law has a unique provision reading:

Advertisement prima facie evidence.—Sec. 3. The production of any advertisement or advertising matter published or distributed contrary to the provisions of this act shall be of itself prima facie evidence of the guilt of the person or persons advertising to cure any such disease herein above mentioned, or of the publishers who publish any matter such as is herein prohibited.

Last February a law against similar medical advertising was introduced in the New York State legislature, but has since remained buried in committee.

A prominent New York lawyer interested in the general subject, made a significant answer recently to those who would hesitate in resorting to new laws to regulate advertising wrongs. Although fraudulent advertisers may usually be brought to book under old general laws regarding commercial relations, he said that in trying a case, the more precise the statute is in its application, the better the chance of a verdict favoring the public prosecutor. Even though England may rest upon a general Merchandise Marks act, and Germany on especially strict laws as a sufficient defense against fake advertising, that is no reason that we in America should do likewise. For under our system of procedure and our liberal tendencies, a general law leaves too many loopholes which a clever defendant could squeeze himself through.

This tendency to make laws precise is reflected in a bill now before the Wisconsin legislature. While its phraseology is general, it is aimed particularly at those piano houses which advertise misleading contest schemes. Behind it is the Milwaukee Piano Dealers Association. It is said that if the association is successful in getting the bill through at Madison, the members will try to carry the campaign into other states and, through the national organization, father bills that may be incorporated into the laws of all the states.

A bill now resting in the Com-

mittee on Post Offices at Washington, introduced by Senator Owen, will, if passed, be another factor in the fight to cleanse advertising of its bad odors, and carry the fight to Federal proportions. It requires advertising matter to be marked, so that the public may recognize it as such. Penalty for violation is a fine not exceeding \$1,000 for each offense and exclusion from the mails until satisfactory bond is filed against a repetition of the offense.

All legitimate interests will endorse this national endeavor to put fraudulent advertising where it belongs—in the outlaw class. But as Assistant District Attorney Moscovitz, of New York County (in charge of the prosecution of the first case of exaggerated and untruthful advertising ever tried), remarked to PRINTERS' INK, public-spirited men, earnestly desiring better conditions, must put themselves actively behind the laws that are being written and make them forceful agents in the coming reformation. They must not allow them to fall into the class of legislation, "passed but forgotten." The difficulties both of judging what is untruthful or exaggerated are many, but the evils are worse, and a reasonable enforcement of such laws cannot but be a powerful factor for advertising advance.

MICHIGAN SUMMER RESORT TO ADVERTISE NATIONALLY.

South Haven, Mich., will be extensively advertised as a summer resort this year throughout the South and Southwest, according to the plans of the Board of Trade. Two years ago the Board conducted an advertising campaign in Chicago and the larger cities of the South and Southwest. The replies elicited by this advertising were placed on file at the office of the secretary, and these were made accessible to anyone who desired, regardless of whether or not they contributed to the fund. The advertising plans for the coming season have been the subject of informal conferences for some time, and the directors of the Board of Trade, after discussing the matter, decided to ask the advertising committee to investigate cost, mediums and other matters and formulate a plan for presentation to the directorate at an early meeting.

Investments!

Are You advertising to interest People with Money to Invest?

A bank—advertising for depositors—secured over \$29,000 in first deposits as the result of a \$900 expenditure in the Christian Herald.

One Bond House writes, "The Christian Herald leads our list."

Another states, "A single insertion of our advertising in the Christian Herald resulted in bond sales amounting to \$10,000 within one week."

A firm advertising Real Estate in the Christian Herald reports it to be "the most profitable publication used."

Further details concerning these remarkable results may be had for the asking.

If you are advertising to investors, you cannot afford to put off investigating the *unusual responsiveness of Christian Herald readers to investment advertising in the Christian Herald.*

Every week the Christian Herald reaches 335,000 substantial American homes of the most intelligent and influential citizens in their respective communities.

Postpone investigation and you postpone profit.

H. R. REED

**Advertising Manager
New York City**

O. McG. Howard Bell & Dorr
Marquette Building 6 Beacon Street
Chicago, Ill. Boston

Christian Herald

THE PARCELS POST AS A GINGER-UP FOR DEALERS.

JOBBER APPARENTLY INIMICAL TO
PARCELS POST—THE SMALL TOWN
DEALER OVER-AFRAID OF ITS EF-
FECT UPON HIS BUSINESS —
BENEFIT TO ULTIMATE CONSUMER
WILL BRING PROPORTIONAL BENE-
FIT TO ALL.

By Julius P. Balmer.

I notice in a recent issue an article by C. L. Grigg, advertising manager of The Norvell-Shapleigh Company, of St. Louis, on the subject: "Would Parcels Post Hurt the Rural Dealer?"

To the best of my knowledge the Norvell-Shapleigh Company is a jobbing house, and really I have heard no arguments against parcels post except from jobbing houses. The only thing about these arguments is that they attempt to show that the dealers in the small towns cannot live if the parcels post system is adopted and therefore it seems that the jobber has apparently instituted a protectorate over the small dealer. In other words, the jobber has been doing a lot of talking for the dealer in what he has tried to make appear as a broad-minded attitude, but I haven't heard much from the dealer, and I think the small town dealer is the man that ought to speak for himself instead of letting the jobber speak for him. Certainly, if the small town dealer is so weak that he can't speak for himself and must have the jobber speak for him, then I think it would be well for the consumers in the country that all such dealers be put out of business.

There are some dealers who are constantly fearing the competition of mail-order houses. There are other dealers that just go on and saw wood and are not only able to compete with the mail-order houses but are actually getting trade away from mail-order houses. This kind of a dealer is the kind that I would like to

hear from as to whether or not he wants the parcels post system, if we are to consider the dealers' attitude at all.

I read some months ago an article by James H. Collins which was entitled: "Our Relentless Competitors," and which showed how, through a pure lack of understanding, one man could almost destroy his own business through fear of his competitors. This article went on to show that if a man were able to forget his competitors and attend to his own business, he would soon find that his competitors were doing the same thing and all would do a better business and a more profitable and satisfactory business.

I am wondering, therefore, along this line whether the small town dealer is not blinding himself by over-great fear of what parcels post will do to his business and whether or not he really understands the parcels post. It is my opinion that if the parcels post does not benefit the ultimate consumers as its supporters expect it to, then it will die of its own weight.

I am also wondering if there isn't one broad-minded jobber in the land who is trying to educate these dealers as to how they can compete with the mail-order houses so that these dealers would not only not lose business, but would become even more efficient in supplying the ultimate consumer with his or her demands.

To my way of looking at it, the only reason people buy by mail is because they are not satisfied with the treatment received by the dealer who is apparently in business to satisfy the consumers' wants. It is much more difficult to do business by mail, and, even under the parcels post system, the relative convenience of doing business with a dealer and through the mails, cannot be compared if the dealer can compete, even in a small degree, with the mail-order house on the basis of *service*, or *guarantee of merchandise*.

Every advertising man is in-

terested who has tried to see that the ultimate consumer be benefited and not the channels of trade, because if the ultimate consumer is benefited more, then all the other channels of trade will get their proportional benefit. I hope if nothing else happens that the parcels post will wake up the small town dealer and help him to keep his store up to date and make him realize that he can get the business of his towns-people and those in the surrounding country by going after it and making just as earnest an effort to get this business as the big retailer in the big city makes to get his business on a basis of *good service, or guarantee of merchandise.*

"ST. PAUL, THE HEALTHIEST CITY," AS SLOGAN.

"St. Paul, the Healthiest City" will be advertised all over the world, if a plan decided upon January 19th, at a meeting of the governing board of the Town Criers is carried out by the business men of the city.

The board took up the reports of Health Commissioner Renz in connection with the census returns, showing St. Paul has the lowest death rate of any city in the country, and decided to urge upon the commercial bodies the advisability of having printed hundreds of thousands of stickers, to be placed on envelopes and wrappers of all mail packages, also on bundles of goods shipped out, heralding the fact that St. Paul is the healthiest city. In addition, the board proposed small folders be printed to be inserted in all letters mailed outside the city.

A committee was appointed to draft a bill to regulate advertising, with a view of defining and providing a penalty for the publication of fraudulent advertising matter.

Another committee was appointed to work with the municipal legislative committee to obtain the passage of legislation that will permit cities of the first class to make appropriations for the support of advertising bureaus, should it appear municipal support of such bureaus is now without sanction of the law.

"A GREAT PIECE OF WORK."

THE F. & R. LAZARUS & Co.

COLUMBUS, O., Jan. 27, 1911.

Editor of PRINTERS' INK:

I cannot help expressing my appreciation of your Annual Review Number.

It is a great piece of work, both from an editorial and mechanical standpoint.

With best wishes, I am,

ERNEST S. JAROS,
 Advertising Manager.

Quality, as Well as Quantity

of circulation is what counts when you advertise machinery, equipment or supplies to the textile field. You want to reach the man who can say "Yes."

You can do it though the

Textile World Record

(Circulation examined by the A. of A. A.)

This progressive and influential journal is subscribed to, paid for out of their own pockets, and read by *officials, managers, superintendents and foremen* of the textile mills of the United States and Canada; men who either influence the orders or do the purchasing themselves.

These subscribers to the Textile World Record spend approximately \$200,000,000 a year for machinery, equipment and supplies.

A very large proportion of its 400 Advertisers concentrate all their textile mill advertising in large spaces in the Textile World Record, so they can bring out strongly the good points of their proposition month by month.

It pays them.

Ask for the evidence.

Lord & Nagle Co.

Publishers

144 Congress Street

Boston

TISING PRINTED ON MULTIGRAPH with PRINTERS' INK

You who have known the Multigraph only as a multiple typewriter should acquaint yourself with its remarkable possibilities as a rapid rotary printing-press for the advertising department.

If you had a Multigraph you could make your advertising appropriation go farther. You could make your follow-up more effective. You could get out more direct advertising. You could show greater results.

How the Multigraph Adds to Advertising Efficiency

As a rapid rotary printing-press, the Multigraph does real printing, with real printing-ink in any color. By means of electrotypes it prints any size or style of type, rules, borders, ornaments or line-cuts, with a nicety that would do credit to a good printer.

With a Multigraph in your department, one of your own lads could turn out a multiplicity of direct advertising—mailing-cards, folders, envelope-stuffers, booklets, like those on the opposite page—when you want them, and in editions as large or as small as you require. He could also turn out letter-heads, bill-heads, statements, envelopes, system-forms, at the rate of 1200 to 6000 an hour, and at a saving of 25% to 75% of your average annual printing-cost.

The center spread in last week's *Saturday Evening Post* shows how typical users are turning Multigraph possibilities into profitable realities.

As a multiple typewriter, the Multigraph turns out as many form letters an hour as an ordinary typewriter can pound out in a month—each a perfect specimen of perfect typewriting, ready for the superscription to be accurately matched in if you so desire.

It is so quick, simple and inexpensive to operate that you can sub-divide your business-getting and follow-up forms to make them more direct, personal and convincing, and consequently more effective.

If you are interested in making your advertising department more efficient, write today, on your business stationery, for

a copy of "More Profit with the Multigraph"—a 32-page booklet beautifully printed in colors on the Multigraph.

THE AMERICAN MULTIGRAPH SALES CO.

Executive Office, 1820 East 40th Street, Cleveland
Fifty-six Branch Offices

European Representatives: The International Multigraph Co., 79 Queen St., London, E. C

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

MAGAZINE COPY THAT STRIKES HOME.

BEING ONE OF THE AUDIENCE AND AVOIDING STILTS—TAKING A SANE CHANCE—THE RIGHT ILLUSTRATION—GOOD THOUGHTS QUICKLY EXPRESSED—FOOL-PROOFING SENTENCES—FROM ADDRESS AT BUFFALO AD CLUB.

By H. M. Bourne,

Advertising Manager, "Liquid Veneer" Products, Buffalo.

One might just as well try to hit the bull's-eye with a gun at half-cock as to try to reach the purse of the great buying public with half-hearted copy.

A thorough knowledge and understanding of the article to be advertised is the first great essential in sales-producing magazine and newspaper copy. The writer should and *must* know what he is advertising, and know it by heart. This is imperative—not with a view to talking technicalities but that he may present his selling arguments more forcibly and more sincerely by knowing what the article is, how it is made, what it will do, and where-in it excels the other fellow's.

Next, he must know his audience, and study the mediums to be used. Each and every step should be analytical. In his early experience the copy man may find that this method of analysis entails considerable application, but in time this resolves itself to a formula, but even then he must be ever on the alert to take every advantage of rapidly changing conditions. He must also know just what particular class each medium will reach and familiarize himself with the needs of his various audiences that he may place his proposition before them intelligently, forcibly and without waste of circulation. All this that he may be able to talk from the standpoint of the reader, in this way creating a favorable impression, which in turn will suggest a need and develop into a want.

Not to know and *be one* of the audience will result in about the same degree of popularity and

success as was achieved by Professor Highbrau in his address to the bread line on "The Follies of High Living."

The matter of illustration is just as important as the written story, if not more so, for the illustration should tell the whole story at a glance. Many an otherwise splendid piece of copy has missed its mark through the illustration being poorly thought out or badly executed. I have seen copy men work for days at a time before producing an illustrative idea that was considered good enough to form part of an advertisement to cost thousands of dollars of the advertiser's good money. In the matter of the illustration, just as in the matter of the written story, the copy man must not be stilted—there's a great human audience that he's appealing to. They want something striking, something new, something snappy. So, he must always be ready to take a sane chance. He should always suggest his own illustrations. Copy written to another's illustration is not "one-man" copy because the thought cannot properly connect—it lacks individuality just as does that copy which every one in the shop "has a crack at" for fear something may be overlooked.

Illustrations should be well drawn. A good drawing, though expensive, pays for itself in the end, just as does a high-class medium. Drawings should not be too smooth or too flat but should show lines of expression which give the figures life, making them more striking and more human. Vignettes should be avoided, for, no matter how good the engraver's proof may be, the result in the magazine is frequently disappointing. Newspaper illustrations should be drawn freely to allow of good, clean-cut reduction, and to obviate blurring.

Illustrations for average magazines and newspaper advertisements should not be of a technical character. They should attract and hold the attention by being interesting. A picture of a conglomeration of rods, valves, pipes

and drafts is not nearly so appealing as one of a cheerful cozy room showing Bill Baxter in an easy chair reading "Three Weeks," his feet on the mantelpiece and the raging winds outside a-blowing the snow this way and that.

The best copy keeps close to Mother Earth. High-flown language misses its mark because to many people it doesn't ring true—it may be hiding something. It's better to tell Murphy that you can "train him to earn more" instead of saying you will "send him a carload of books by the most eminent authorities which will help him win a substantial increase in his remuneration."

Good copy ideas need no artificial raiment. A good thought quickly expressed is better than one not so good which needs explaining. The best copy is the simplest copy, because it gets back to first principles. This is strongly exemplified in the Chalmers-Detroit advertising now appearing in the magazines and newspapers. This copy tells of the joy of riding, of the great advantage of being able to take the family out for a whiff of fresh air, of the pleasure in having a car of your own that gets you there and back again whenever you will—and so on. How much more appealing than the copy which confuses one with its talk of shafts, gears, carburetors, brakes and dare-devil speed. How much better the player-piano copy that portrays the business man, after the day's work, resting his soul in the rhapsody of one of the great masters; the young couple entertaining musical guests; and how any one of the household can play at an instant's notice the greatest musical classics, and so on, than the copy which talks of rolls, pedals, pneumatics, valves and a wonderful outside finish.

Above all, each advertisement, each sentence, each word should be fool-proof. To appeal to the ninety-and-nine and by so doing miss the one is so much lost effort. Appeal to the one and so reach the ninety-and-nine.

Summed up, good copy is merely proper knowledge and good judgment expressed in simple, direct language. It is a matter of first attracting by means of suitable illustration, of telling the story interestingly and sincerely, of knowing when enough has been said, and, having said it, to stop.

FEDERATION OF TRADE PRESS MEETS.

The annual meeting of the Federation of Trade Press Associations of the United States was held January 20th, at the Hardware Club, New York, and was attended by delegates from the local trade press associations of different cities, about one hundred being present. These officers were chosen: President, Henry G. Lord, *Textile World Record*, Boston; vice-president, Evan Johnson, *Office Appliances*, Chicago; Henry Lee, *Railway Age Gazette*, New York.

In the evening a largely attended banquet was held in conjunction with the American Trade Press Association of New York, one of the constituent members of the federation. President H. M. Swetland, publisher of *Automobile*, acted as toastmaster. The speakers of the evening were H. L. Hollingworth, professor of psychology of Columbia University, who spoke on "Human Nature in the Laboratory and on the Street," Herbert S. Houston, vice-president of the Doubleday, Page Company, spoke, "From a Publisher's Point of View"; W. H. Ingersoll, of R. H. Ingersoll & Bro., president of the Advertising Men's League, whose subject was "The Trade Paper as a Force in National Welfare." Other speakers included F. F. Cutler, president of the Northeastern Trade Press Association, E. R. Shaw, president, Chicago Trade Press Association; John A. Hill, of the Hill Publishing Company, and Henry G. Lord, the newly-elected president of the federation.

STANDARD OIL LIBEL SUIT STOPPED BY RETRACTION.

Hampton's Magazine and its writer, Cleveland Moffet, have retracted the charges made by them against the Standard Oil Company in an article called "Cassidy and the Food Poisoners," published in the February *Hampton's*, and the company has withdrawn the action begun by it for \$350,000 damages. This was the first suit for libel ever brought by the Standard Oil Company. Benjamin B. Hampton and Mr. Moffet explain that they were led into the error of attacking the company in this instance by the fact that the charges had been freely published by a daily paper in Philadelphia which had not been denied or answered by the company.



THE ADVERTISER

WITH THE INQUIRING MIND

BY

CALKINS & HOLDEN

His company is one of the "largest advertisers" in the country.

He is the President—a man much sought but seldom seen by the sellers of "advertising." He is keen, shrewd, straightforward, a bit dominating and yet tolerant. Possibly all very successful men must be all of these things.

When the office boy brought in his card, we were naturally surprised. We had never visited him and we thought the energy with which he had been solicited by many precluded the possibility of his calling on any.

Let us note here that his name will not "be furnished on application."

Stenographic notes of our interview would be more interesting than any statement. Lacking such notes and doubting your willingness to read much until much interested, we repeat the conversation as briefly as may be possible. The quotations are not verbatim, but the tenor is unchanged.

"I have directed the advertising policy of my Company for many years," he began. "It has been successful, and as we succeeded we have steadily increased our appropriation, until now it has reached a very large sum. In all probability this increase will continue until we think we have reached 'the point of diminishing return.'"

"I expect the increase to be proportionately greater during the next three years than it has ever been before. Therefore, I want to be sure that this expenditure, or

investment, as you prefer to call it, is economically administered. By economy in administration, I mean bringing this advertising energy to its highest efficiency and eliminating every ounce of waste.

"Now, understand, that as our volume of advertising increased so did our organization for the care of it. We now have an advertising department, consisting of a capable and, we think, high-salaried advertising manager, with clerical assistants under him, and a printing department which can handle the bulk of our printing. This work is well done and, as I said, has always been regarded as successful.

"Because the owners of advertising media deal through the jobbers or wholesalers of advertising space, called advertising 'agents,' and perhaps for some other reasons, it seems necessary that our advertising should be placed through an agent.

"From what I can learn, agents seem to divide themselves into three groups:

"First, there is the space broker, who frankly (if you make him) bases his entire claim to consideration on the low price of the commodity he sells, which low price is made possible by his retaining only a fraction of the commission allowed him as an agent and rendering bills at a slight percentage above his own net cost.

"This, I understand, is in violation of his agreement as an agent, so his net cost and his list must be carefully watched. But we make our own list and know

 CALKINS & HOLDEN

net costs, so why should we not select him?

"*Second*, comes the agent who charges more, that is, does not 'cut' his commission. In many cases he is at least honest and reliable, if seldom brilliant, and would cost us considerably less than an agent in the

"*Third* group, where much higher prices prevail and where such high prices are presumably justified by the kind and quality of the service, creative and otherwise, that is rendered.

"I understand that you are representative of this third group. I can think of no good reasons why we should deal with you, yet successful manufacturers do deal with you. I decided, therefore, to hear you first and by the elimination of you and your group, be in a position to direct my attention to the other two groups.

"I desire to know how you would answer two questions:

"Why should I engage the services of your agency?

"If I do employ your agency should I discharge my advertising manager—employing a low-salaried man in his place who could look after details?"

These questions were asked with a quiet, almost indulgent smile, clearly indicating that the President considered them both "posers."

As indeed he did.

As indeed, most men in his position do, unfortunately.

But they really were not.

"Before answering those questions," we told him, "let us show you where and how we work.

"Come first to the *Business Office*:

"It is in charge of a competent executive, a man who can do the work of any of his subordinates, a man with records and files at his disposal, who habitually knows without consulting them.

"Beyond his desk is an experi-

enced purchasing agent, who is familiar with publications, their rates, character, standing, circulation. It is his work to supply exact information when a choice of publications is being made and to buy space at the lowest rate.

"In the far corner is a book-keeper, familiar with modern methods.

"Over there is a man whose work is to supply the various periodicals with engravings, type, plates and printing instructions.

"The rest of these desks are occupied by assistants in charge of checking, filing and similar detail.

"The business office is essential and uninteresting. In proportion as its work is well done, our client is less and less conscious of its existence.

"You may safely take for granted that the department buys with economy and judgment, checks with care and bills with accuracy and in intelligent co-operation with the client's auditors.

"Even our correspondence in some instances is planned to conform to varying methods of filing used by our clients—to mention a single instance of our effort to minimize the attention our business office requires.

"This is the office of our *Printer*:

"In it there are no type cases or job presses—nor any eight hour days or stereotyped traditions. It is the workroom of a man who calls himself a printer because 'typographical expert' is an affection. He knows type, ink, papers, book-making, and, above all, how to handle them to secure a predetermined effect. The actual typesetting and presswork is done under his supervision in various print shops, sometimes the client's own.

"Here is the *Art Department*:

"You cannot judge an art department or an artist by any outward and visible sign of inward and spiritual talent. The apparent disorder and the absence of a time clock, are, we believe, the only con-

CALKINS & HOLDEN

cessions to 'artistic temperament.' The standards are utilitarian. The success of a drawing is judged by its fitness for the predetermined use. The art work is in charge of two associated directors. The staff here is small. The bulk of the work is done in upwards of fifty outside studios where our directors can buy the kind and character of ability needed for the specific task in hand.

"We will pass along the corridor, calling your attention to the existence of several private offices, about the occupants of which we will have more to say in the *Board Room*:

"Here you will find the answer to both of your questions, for here is the workshop of a staff which we would like you to consider for a moment as a 'composite' advertising man.

"Our creative staff—seven men—meet here each morning and first listen to the reading of the mail, so that each may be equally familiar with the exact state of affairs regarding each client's campaign. After this the immediate problems of the day are thoroughly discussed.

"These problems may range from a manufacturing difficulty, a name for a product, market conditions, the design of a carton, selling plans, the attitude of the 'trade,' a retailer's window display, or a trademark, to a selection of media, the criticism of a drawing, the revision of the text of an advertisement, or a change in the size of a line of type.

"This latitude is due to the fact that we consider our staff—this 'composite' advertising man—as an employe of our clients and ready to do anything by which we can advance their interests.

"Naturally, we prefer to work for such a business as yours, where your manufacturing and sales departments do their work so successfully that you do not require any service of us except

that which we are best prepared to give—advertising. But when we do accept an account we offer a 'service' as broad as if this 'composite' advertising man were an individual on that client's payroll. This attitude is our reason for never accepting competing accounts. When our 'composite' man is on a client's payroll, he is not in a position to work for that client's competitors.

"No account is handled by an individual. They are all handled by the 'composite' man. But each man individually has some incentive to add something to the efficiency of our service to each account.

"Individually, we are all men of rather broad advertising experience. Any one of us could undoubtedly plan and execute a complete advertising campaign, and a good one, without the assistance of the others, but the selective force which brought us together developed from the specialized talents of each.

"For instance, the special ability of one is to show printers how we want things done. He is an advertising man and also a printer.

"Another is able to get artists to produce exactly what the 'composite' advertising man wants for a given purpose. This task requires an advertising man who is also an artist.

"Another has specialized on selling plans, plans to interest or help the dealer, plans to co-operate with salesmen.

"Still another has broader opportunities than the rest to study media.

"And some of us write copy—and it naturally follows that some write certain things better than others.

"But none of us, while knowing something of all of these things, knows as much of all as the sum total of all—as the 'composite' advertising man.

"Each man on this staff is prob-

CALKINS & HOLDEN

ably at least as good an advertising man as your high-priced advertising manager and each one is probably at least as high priced; but your high-priced advertising manager is in the same position as each member of this staff—unable to do all things as well as they are done by the 'composite' man.

"You say your advertising has been successful, but that now, because it has grown so large in volume, you want to be sure it shall reach its highest efficiency. You can never be sure of that on a one man basis. To be *sure*, you must have the 'composite' man if he can be had at a reasonable cost.

"Reasonable" is a comparative term and bears a relation to the risk involved; so consider these figures:

"You risk too much to use a space broker who for 2%, 3% or 5%, will 'place' your business. He is a rate cutter, in the same category as a ticket scalper, but worse because he signs contracts with publications with the deliberate intention of breaking them. If he is dishonest with publishers, is he likely to be honest with you? He usually makes more than his percentage indicates and makes it out of his clients—though indirectly. We do not believe you will seriously consider him, since you have become 'The Advertiser with the Inquiring Mind,' so let us dismiss him.

"Now the agents in group number two would charge you at least 10% and your own description of that group precludes the possibility of 'highest efficiency' in service.

"We charge 15% on accounts that are under \$100,000 per annum in volume, and publication rates on accounts that are \$100,000 or more. We presume yours is more. Therefore, as some publications allow agents 15%, some 13%, others 10%, our commission in your case would be in the neighborhood of 12%.

"Say your advertising appropriation is \$200,000. 10% to an agent

in group two would be \$20,000, while with us it would be \$24,000. "Is the 'composite' man worth \$4,000 a year?"

The President walked to the window and looked out thoughtfully, then:

"You have not told me what to do with my advertising manager."

"Keep him by all means," was our answer, "he is essential to your ideal of 'highest efficiency.'"

"A man to look after details would not do.

"You need him as your individual advertising manager. You need him because he knows your goods and your business better than any advertising agency ever can. You need him because he is able to keep his finger on the pulse of your business as no agency ever can. Keep him there.

"To us let him become an integral part of our 'composite' man, taking his place at our meetings as often as possible, and supplying to the 'composite' advertising man a specialized knowledge of your business."

The President said "This is all very interesting. It puts the subject before me in a way that to me is new. I don't mind admitting that it is convincingly put as well."

Then he added (with a dry smile) "I don't suppose you admit the possibility of another agency working along similar lines toward 'the highest efficiency' goal?"

"We believe there are three," we told him, and we also told him their names.

But even their names will not "be furnished on application."

CALKINS & HOLDEN

250 Fifth Avenue

New York



THE LETTERS "U. S." AS A TRADE-MARK.

NEWARK, N. J., January 27, 1911.

Editor of PRINTERS' INK:

Some people tell me that it is not possible to use the letters "U. S." as a trade-mark. I am somewhat concerned about this, inasmuch as these letters have been wrought into a diamond-shaped trade-mark for a line of hardware goods in which I am interested.

To those who have argued against it I have said the letters "U. S." may stand for other words than United States; we might say Union Sales, or any other words which might be thought of. Any information concerning this will be highly appreciated.

GEO. WILFRED WRIGHT.

[EDITORIAL NOTE.—The Government Patent Office would be almost certain to refuse to register a trade-mark made out of the letters "U. S." While there is no precise law forbidding the use of these letters, the Patent Office would take the stand that it is against public policy to have these letters so used. Of course "U. S." might stand for some other words than "United States," but the Patent Office, which holds a considerable degree of discretionary power, would probably urge, nevertheless, that the use of a trade-mark made up of these letters would convey the impression that the Government directly or indirectly was made to appear sponsor for this brand of goods.]

WASHINGTON PREPARES FOR LEGISLATIVE BOOST CAMPAIGN.

An extensive publicity campaign, in the hands of the Bureau of Statistics and Immigration, is being planned for the State of Washington for the coming two years. A strenuous booster programme, which will be submitted to the legislators, has been mapped out by Secretary of State Howell and Deputy Commissioner Allen, being based on a report of Mr. Allen of the work for the past biennial period.

This programme recommends that immediate steps be taken to secure a complete abstract of data compiled by the recent Federal census, insofar as it relates to the resources of this state, and that, if necessary, an expert statistician be employed to go to Washington City and secure the desired data.

It is then planned to issue a booster book, describing the state's resources as a whole, and special pamphlets devoted to such subjects as "Logged-off Lands," "Poultry Raising," "Dairying," "Cereal Production," etc., which would be printed and space used in Eastern papers calling attention to these publications and thereby securing lists of home-seekers.

LIQUOR ADS RULED OUT.

The St. Louis *Republic* announces that beginning with the first Monday in March, no whiskey or liquor advertising will be accepted for the twice-a-week *Republic*.

Illustrated Sunday Magazine

The issues of January 1911 show an

Increase of 45%
over January, 1910.

The issues of February, 1911 show an

Increase of about 25%
over February, 1910.

The Sunday Magazine idea is growing stronger each and every month.

THE LIST

Pittsburgh Gazette-Times
Rochester Democrat & Chronicle
Memphis Sunday Commercial Appeal
Kansas City Journal
Cleveland Leader
Detroit Free Press
Louisville Courier-Journal
Minneapolis Tribune
Milwaukee Sentinel
Cincinnati Com. Tribune
New Orleans Picayune
Richmond Times-Dispatch
Columbus Dispatch
Denver Republican
Buffalo Times
Worcester Telegram
Providence Tribune

PAUL BLOCK, INC.

CHICAGO NEW YORK BOSTON

"SUCCESS" REMAINS WITH "NATIONAL POST" COM- PANY.

AFTER A MONTH OF UNCERTAINTY
DEFINITE DECISION IS REACHED—
"THE NATIONAL POST" WILL BE A
COMPANION PUBLICATION—AN OF-
FICIAL STATEMENT.

Announcement has just been made that *Success Magazine* will hereafter be published by the National Post Company, a corporation recently formed for the purpose of publishing a new fortnightly to be called *The National Post*. Two of the incorporators of the National Post Company, David G. Evans and Samuel Merwin, were for many years identified with *Success Magazine*, respectively as vice-president and as editor, and, therefore, are thoroughly familiar with the problems involved in continuing the building up of *Success*.

There have recently been a good many rumors in circulation in the publishing world regarding the several changes of personnel that have occurred in the *Success* Company during the six months just past. Mr. Evans and Mr. Merwin, it will be recalled, left the company on September 1st, and with their associates at once went to the promoting of the *National Post*. January 1st, on the retirement of Edward E. Higgins from the presidency of the company, these men, together with E. E. Garrison, president of the National Post Company, returned to the *Success* organization. A series of negotiations followed, which resulted finally in the transfer of *Success Magazine* to the National Post Company.

When asked about the transfer by PRINTERS' INK, one of the officers of the *Success* Company stated: "The arrangement is simply in line with the recent experience of other magazine publishers that it is economical to combine the publishing of two or more magazines in the hands of a single company. *Success Magazine* has been steadily gaining in

circulation, editorial prestige and advertising during the past few years. The former management of *Success* has built up a very efficient circulation getting organization. This organization is now in a position to handle more than one publication and can do so more efficiently and economically than it can handle one. Therefore, the arrangement by which the National Post Company will hereafter publish *Success*, as well as its own fortnightly, *The National Post*, promises to be a very satisfactory arrangement for all concerned."

Dr. Orison S. Marden, founder and principal editorial contributor of *Success*; H. A. Lewis, manager of the branch office organization, and Ernest H. Lawson, circulation manager, continue their connections with the publication.

DES MOINES AD MEN CREATING NEW AD CLUBS.

The Des Moines Admen's Club will soon have permanent headquarters. The club also heard at its monthly meeting, January 31st, that the activity of a special committee in organizing new clubs had met with success. Many other towns will organize ad clubs in the near future.

Following the regular business session, Earl R. Stotts read a paper on "The Necessity of Confidence in Advertising." Mr. Stotts declared that within a few years statutes will be passed requiring statements made in advertising to be truthful. "The people will have confidence in advertising when it is the truth," he said. "Then it will be successful."

"Moral Essentials of Advertising" was the general subject for discussion at the meeting. A. Charles Silberman spoke on "The House Policy that Insures Confidence," B. S. Knox on "The Advertising that Begets Confidence."

S. C. Dobbs, president of the Associated Advertising Clubs of America, will be with the club February 13th or 14th.

WASHINGTON "HERALD" IN NEW HANDS.

George X. McLanahan, a prominent lawyer of Washington, has secured control of the Washington *Herald*. Henry L. West, former business manager, has been made editor, and H. Ralph Burton, a law partner of Mr. McLanahan, has become business manager. Mr. West says that it is the intention to put more capital into the *Herald* and build up a valuable property on the foundation already laid.



Mr. Ben Leven

(President Leven Advertising Company)

is pleased to announce the completion
of negotiations, whereby

Mr. Benjamin F. Kirtland

for twenty years associated with a
well known Western Advertising
Agency, assumes the Vice-Presidency
of this organization.

This connection will strengthen our
already competent force by adding
the long and thorough experience of
a practical and conservative advertis-
ing expert, thus enabling us to main-
tain our established reputation as

"The Agency that very rarely loses a Client"



out an elaborate little fashion book containing the best summer designs of a number of the regular pattern companies adaptable for use with this new material. Each page describes the style in the language of the designer and appends notes on the possibilities of Linaire as the material from which the gown might be constructed.

In their prize waist contest, the idea of which was originated by Mr. Presbrey, Burch, Bailey & Co. are appealing to the women of America through several channels. All love a competition; many must, of necessity, make their own waists; others are interested in the fine needlework that must be done, while all are susceptible to the appeal of a chance to secure a cash prize. Already large numbers representing all classes of the buying public have written of their intention to enter the contest.

Supplementary to this prize offer the fabric is now included in the Royal Society packages, which contain all the necessities for the making of a waist—material stamped with a design, embroidered silk or floss, pattern, etc.

SPEAKING OF LIFE SUBSCRIBERS.

FOSTER-MILBURN COMPANY.
BUFFALO, N. Y., Jan. 20, 1911.

Editor of PRINTERS' INK:

As you make a considerable reduction for a three years' subscription, and as we expect to need PRINTERS' INK as long as PRINTERS' INK exists, we enclose check for \$5 in payment for a three years' subscription.

Our only suggestion for improvement is to keep up the good work you have been doing in the last twelve months. Any publication which can hold such a gait and not go back, can truthfully be said to be an improvement.

FOSTER-MILBURN COMPANY.
Carl B. Balliett.

George S. Smith, of The Ridge's Food Company, Boston, and a well-known figure in advertising circles in New England, has been elected president of the Boston Chamber of Commerce. Mr. Smith was the guest of the Pilgrim Publicity Association at its weekly luncheon, January 30th. He showed how the P. P. A. could cooperate and work with the Chamber.

A Magazine That Reaches Men

in big concerns and small; men who are the heads of their own businesses and men who are trusted employees; keen, able, energetic men, with the will to work and the ambition to succeed—these men look to BUSINESS and the Book-Keeper not only for stimulating reading but for practical help in the conduct of their affairs. They look to its advertising pages for new ideas, new methods, time and money-saving devices that can be applied in their own concerns.

BUSINESS and the Book-Keeper is edited in the interest of *efficiency in the man and the organization*. It is read by live business men because it compels their interest and serves their needs.

It is a practical magazine—contains no fiction, no poetry. It is business from cover to cover.

You cannot reach a man more effectively than *through his business interests*.

BUSINESS

THE BOOK-KEEPER
DETROIT.

SHOULD ADVERTISING AGENTS RECEIVE RETAINING FEES?

AN OPINION ON THE NEGATIVE SIDE OF THE ARGUMENT—SOME VIVID EXPERIENCES WITH ADVERTISING AGENCY REPRESENTATIVES.

By Dr. Berthold A. Baer.

"Would the advertiser have more regard for the agent's advice," asks a recent writer in *PRINTERS' INK*, "if the advertiser paid the advertising agent a specified retaining fee?"

The gentleman concludes that, like a doctor or a lawyer, an advertising agent ought to ask and ought to receive a retaining fee from his client.

Shall he? I should say not.

But an advertising agent, like the doctor and the lawyer, knows all that ails you and his advice is based upon years of study, experience, science, approved methods, upon researches of authorities—at least the writer of the article referred to thinks so.

But how is it, in fact, with many agencies?

About ten months ago my factory brought on the market an entirely new article. Nothing like it was ever known. We went carefully over the situation and after three months of missionary work we were fortunate enough to receive orders from about 400 of the largest department stores in the country. We now decided upon an advertising campaign.

Naturally, we invited advertising agencies into consultation.

A certain well-known agent sent a young man, not more than twenty-one years of age. He knew exactly what we wanted and what we needed. In about ten minutes he laid before us our advertising and selling campaign. In another minute he produced a contract which he asked us to sign, a contract to the effect that the Blank advertising agency has entire control of our advertising campaign and can do just as it

pleases. All we had to do was to foot the bills.

Needless to say that young man did not carry home the signed contract.

A few weeks later, during which time we received some "follow-up letters," we were invited to see the head of the copy department of the advertising agency. I called.

The offices of the agency are beautiful. To see your man you have to pass through a flight of offices and, as usual when calling on high personages, you have to wait till Mr. Blank is disengaged. I waited.

He came. He showed me sketches and booklets by the hundreds. He knew how much I should spend and, bless his soul, he knew my business like a book.

Co-operation or advice? He didn't need any, he didn't ask for any. He, too, wanted the contract signed before telling me any more.

As I did not want to know any more, I did not sign the contract.

A small agent, "who can take better care of the business and give accounts personal attention," was the next caller.

This was *II A. M.*

He agreed that we had a "great article." We must advertise in the ——. If he would telegraph, space would yet be reserved for us.

At 4:46 P. M. he sent a layout for a page together with a receipted bill for about \$1,500. We could not use the ad, so we did not pay the bill.

Another agent submitted copy for a page. We could not use it. He declared he was willing to change it, just once, mind; after that *his* copy must be accepted. He knew all about advertising, etc., etc.

Co-operation?

Not one of all the agents who called wanted to hear our ideas, our plan of distribution, not one wished to find out what we knew about the matter. They knew it all. They could lay before us

THE FRONT COVER MEDIUM Color Slides In Moving Picture Houses

OUR censorship over copy on our "Curtains" will be exercised as carefully over slides, giving assurance to a discriminating public, now numbering 15,000,000 people a week, that we are only presenting to their attention the standard products of the world.

LEE LASH COMPANY 39th and Broadway NEW YORK CITY

MOUNT VERNON	Washington Street
PHILADELPHIA, PA.	770 Drexel Bldg.
BOSTON, MASS.	41 Journal Bldg.
CHICAGO, ILL.	448 Commercial National Bank Bldg.
CLEVELAND, OHIO	222 Columbia Bldg.

after five minutes' conversation a thorough system of advertising. That's what!

Co-operation?

Before me lies a booklet, made up by one of the largest agencies in the country for one of the most prominent national advertisers. The make-up is luxurious. The booklet must have cost a bunch of money. But, oh, such mixed-up logic, such poor selling arguments, such a hit-and-miss game. A sales manager who can get results with such a booklet must be a wonder. The man in question was no wonder and the house is looking for a new sales manager.

Co-operation?

The agency did not ask the sales manager's co-operation. They did the firm's advertising for years and they know it all.

And the general manager? He left it to the agency.

Co-operation?

A manager who does not keep

the upper hand and who does not dare to throw out the entire "system" of the advertising agency, when he is convinced the system is wrong, and, if need be, throw out the agency together with the system, had better get up, polish his chair and make room for the next man.

No, we managers don't know it all. But we ought to know enough to decide whether the advertising campaign is right or wrong and our decision must be accepted, as we are the ones responsible for the result or failure.

Co-operation is the thing. But to co-operate you must first confess that you do not know it all, and advertising agencies, big or small (and I speak from 12 years' experience with them), have not yet learned this lesson.

Should advertising agencies receive a retaining fee?

I guess not—until more of them deserve it.

Who Goes to Europe?

Any manufacturer contemplating entering the English market or making any change in his advertising arrangements in the United Kingdom is invited to communicate with the undersigned by an early mail, so that an interview may be arranged in April or May **at which time Mr. Benson will be visiting the States.**

Benson's advertising offices are among the most prominent in the United Kingdom, and are responsible for the advertising of such well known articles as

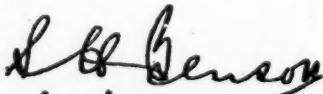
Bovril	Rowntree's Cocoa	Colman's Mustard
Cope's Tobaccos	Fels-Naptha	Edwards' Soup

and numerous others.

The terms of the house, photographs of the offices, and particulars of work actually being done, together with a copy of a pamphlet entitled "The British Proposition," will be forwarded by return mail to any manufacturer. Correspondence respecting any appointment should reach London as early as convenient, but in no case later than the 10th of April.

KINGSWAY
HALL,
LONDON, W. C.

Telegrams,
"Spurts London"



Governing Director, S. H. BENSON, Ltd.

Now Ready!

Era Druggists Directory for 1911

This new (15th) edition is absolutely indispensable and invaluable to every manufacturer and advertiser whose business is connected with the drug trade in any way.

This is the Standard Directory of the drug trade, and the only one compiled by a direct canvass of dealers in each town and city.

In this new edition for 1911 we have added (in Part I) the Wholesale Druggists in Havana, Honolulu, and Manila, P. I.

CONTENTS IN THREE PARTS AS FOLLOWS

PART 1—Wholesale Druggists in the United States, Canada, Havana, Cuba; Manila, P. I., and Honolulu.

PART 2—Retail Druggists in the United States, Canada, Cuba, Porto Rico, Hawaiian Islands and Manila, P. I.

PART 3—Manufacturers and firms who supply the drug trade in the United States.

Price \$5 net per copy. Book shipped by express prepaid when payment is sent with order. Send in your order at once as the edition will soon be sold.

D. O. HAYNES & CO., Publishers
82 Fulton Street, New York

NOTE—Changes and additions to this Directory during 1911 will be published as supplements in the monthly issues of the PHARMACEUTICAL ERA. If you desire these supplements add to your remittance \$1 (domestic) or \$1.50 (foreign) over the yearly subscription to the monthly ERA.

HOW FINANCIAL ADVERTISING PRODUCES RESULTS.

A MATTER OF CONFIDENCE-BUILDING—NEWSPAPERS AND MAGAZINES ARE TO BE CREDITED WITH RESULTS THAT OFTEN COME IN A VERY ROUNDABOUT WAY.

By A. J. Beane,

Of Boston News Bureau, Advertising Agency Department.

Thomas Jones & Co., a new bond house, advertises in a list of newspapers and magazines a high-grade issue of securities. Returns hardly pay for the advertising. The members of the firm talk the matter over and conclude, first, that they do not believe in advertising, and second, that they will discontinue it forever and a day.

Meantime, Harris Peabody & Spire advertise an offering several times larger, about the same class security. At noon on the day the offering is advertised the issue is several times over-subscribed. What is the reason? Answer: "Confidence." Why this confidence? I answer: "Advertising." But you say: If advertising establishes confidence and sells securities why should not Thomas Jones & Co.'s offering sell as readily as Harris Peabody & Spire's? It is because Harris Peabody & Spire had the cumulative advertising of fifty years before Thomas Jones & Co. started. But is this a reason why Thomas Jones & Co. should discontinue advertising?

After their experience, Thomas Jones & Co. say they do not believe in advertising, but let us see if they really do not. The question arises: What is advertising? Broadly speaking it would be difficult to discover anything which is not an advertisement, even the mummy himself. We frequently meet men who say they do not believe in advertising who are themselves living advertisements of great potency. What they really mean is that they do not believe in newspaper adver-

tising or magazine advertising or bill-board advertising.

It is the immense value of newspaper and magazine advertising to financial institutions which I shall attempt to prove. I shall not attempt to prove that this kind of advertising alone will build up a successful business, neither shall I say that a successful business cannot be built up without this kind of advertising. But I do say that constant advertising in newspapers and magazines is a most vital factor in establishing the most valuable asset a financial institution can have, namely, confidence, an asset that grows year by year.

I can, perhaps, illustrate this by an incident which occurred a short time ago. The head of a bond house having New York and Boston offices hurriedly called me into his office and announced that he desired to immediately start a campaign of regular cards in a majority of the New York and Boston newspapers, cards to run three times each week in every paper for a period of three months. As this house had never advertised in this way before, and made no specific offering, I was curious to know just why they were starting their campaign in such haste. I therefore asked the senior partner why this was done. He said, "Well, you see we have a little deal on with some pretty big people and we felt that it would help us a great deal, by giving them more confidence in us, if they could see our name in all these various papers." "Yes," interrupted the junior partner, "We want Old Blank to see our name on everything he picks up for awhile." Stress of circumstance caused them to see what they had before failed to grasp.

The following dialogue occurs between the president of a large Maine savings bank and the cashier. President: "I have a circular here from John Smith & Sons offering ——— 4s. Who are they?" Cashier: "I notice they advertise extensively in the newspapers." President: "Oh, yes!



Telephone Etiquette

Co-operation is the keynote of telephone success.

For good service there must be perfect co-operation between the party calling, the party called, and the trained operator who connects these two.

Suggestions for the use of the telephone may be found in the directory and are worthy of study, but the principles of telephone etiquette are found in everyday life.

One who is courteous face to face should be courteous when he bridges distance by

means of the telephone wire.

He will not knock at the telephone door and run away but will hold himself in readiness to speak as soon as the door is opened.

The 100,000 employees of the Bell system and the 25,000,000 telephone users constitute the great telephone democracy.

The success of the telephone democracy depends upon the ability and willingness of each individual to do his part.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy One System Universal Service

I remember I saw their ad in last month's _____ magazine—they must do quite a large business." Cashier: "Undoubtedly." President: "Write them to have their salesman call."

The complaint is sometimes made by advertisers that they cannot trace business from advertising in newspapers and magazines and therefore reason that there is no value. When John Smith & Sons received the letter from the president of the Maine savings bank they probably gave the entire credit to the circular. There was no way of tracing this inquiry to their advertising in the newspapers and magazines, although it was a direct result of this advertising.

The value of this kind of advertising cannot be measured by a yardstick, but it is there, nevertheless.

Some hold that advertising of this kind is an indirect appeal as it is addressed to no one in particular, and therefore not potent. But it is a fact that a conclusion is formed more readily by indirect than by direct suggestion. Confidence cannot be had for the asking.

Some houses argue that they cannot afford to advertise in this way, and this argument is sometimes hard to meet as it is not always pleasant to perhaps offend by saying that they have insufficient working capital, but such is the fact.

It is a mistake, however, to consider advertising in newspapers and magazines as all-sufficient and spurn all other forms of advertising. The intermingling of different kinds of advertising is what produces phenomenal results, and the success of the largest financial institutions in this country is due to a recognition of this fact. Nevertheless, advertising in newspapers and magazines is vital and will become more so as time goes on. The quicker this is appreciated by those houses which do not use this media, the more able will they be to withstand future competition, because this advertising

retains as well as creates business. This is said particularly for the benefit of those houses which are smugly content with the business they have so laboriously built up by other means.

Right here I may as well shatter the premise that this kind of advertising by a new house will immediately bring definite results. Continuous advertising is what builds confidence and prestige.

In my opinion, the three essentials necessary to sell securities are: First, a vigorous campaign in carefully selected newspapers and magazines; second, a good canvassing and follow-up system; third, and very important, high-grade salesmanship.

ADVERTISING BROMIDIOMS

By C. Z. Daniel,

Advertising Manager, Bloch's Department Store, Birmingham, Ala.

"Advertising is getting to be quite a business, isn't it?"

"I never knew there was so much to advertising."

"My, that ad must have cost a fortune."

"What—\$3,600 for that ad ONE time?"

"Is it true that POSTUM spends five million dollars a year for advertising?"

"All the insurance failures are trying to sell advertising now, aren't they?"

"Don't you do anything but write ads for a living?"

(Yes, we drive a hack to the station to meet trains.)

"Ain't it grand to write for a living?"

(Sometimes it ain't.)

"Why don't you write stories, you write ads so well?"

(Suppose it is because ads are not stories.)

"I never read ads."

"I always read the ads first."

"I think the ads in the magazines are the *best* part."

Miss Eva McLaughlin, who for six years has been first assistant to the advertising manager of the Gimbel department store at Milwaukee, has accepted a position with the T. A. Chapman Company there, as director of advertising.

Atlanta Semi-Weekly Journal Acquitted

Recently an indictment was found by a Federal Grand Jury against the Semi-Weekly Journal, charging that during October and November, 1908, the Semi-Weekly Journal had mailed sample copies in excess of ten per cent of its bona fide subscription list.

This indictment was brought about by United States post office inspectors who spent several months last summer investigating the Journal, and who checked up every original subscription order received for years. The only charge that they could make against this paper was that the limit of ten per cent had been exceeded in sample copies in the months of October and November, 1908. There was no question raised about the amount of circulation of the Semi-Weekly Journal, and the Daily and Sunday Journal were in no way connected with the case. No person connected with the Semi-Weekly Journal in a position to know was permitted to appear before the Grand Jury to explain the charges that were made.

When the indictment was found, the Journal demanded an immediate hearing, and filed a demurrer to the indictment upon the ground that it had violated no law. A decision was rendered on January 30th by United States Judge W. T. Newman, who, in an elaborate opinion, sustained the demurrer and dismissed the indictment. The Judge's decision held that the Journal had violated no law or postal regulation, and completely exonerated it and its officials, and employees, of any wrongdoing.

The Atlanta Semi-Weekly Journal
Atlanta, Georgia

January 30th, 1911

The Air-ship or the Motor Truck? Which?

Use the Local Daily Newspapers of New England

They Move the Goods off the Shelf.

Grahame-White's flight is graceful and wins the applause of men, but it is the motor truck that does the world's work.

The local daily, a welcome visitor in every home, might be likened to the motor truck as it does the work—moves the goods.

A national advertiser recently said, "I am of course pleased to have my advertisement in mediums using calendered paper and artistic typography; but, take it from me, it is the local dailies that move the goods off the shelves, and that is what I want."

Sales managers, who are wondering what is the matter, may do well to discuss this with their advertising manager.

*Ten Representative New England Dailies that Move
Merchandise in Ten Good New England Cities.*

Lynn, Mass., Item

Salem, Mass., News

New Bedford Standard
and Mercury

Worcester, Mass., Gazette

Springfield, Mass., Union

Waterbury, Ct., Republican

Meriden, Ct., Record

New Haven, Ct., Register

Portland, Me., Express

Burlington, Vt., Free Press

GROCERY TRADE PRESS CONVENTION.

The second annual convention of the Grocery and Allied Trade Press of America was held at Niagara Falls, January 23d and 24th. The speakers on the first day's programme were C. M. Wessels, general advertising representative; T. P. Sullivan, president of the National Association of Retail Grocers; J. A. Green, secretary of the Association, and T. A. De Weese, publicity director of the Shredded Wheat Company. In the evening the members of the convention attended a theatre party in Buffalo. The Shredded Wheat Company played host by taking the party in a private car to Buffalo and serving refreshments on the return trip.

On Monday morning the convention elected the following officers: President, William H. Ukers, *The Tea and Coffee Trade Journal*, New York, N. Y.; vice-president, A. C. Barker, *New England Grocer and Tradesman*, Boston, Mass.; secretary, A. T. Holmes, *The Inland Grocer*, Cleveland, O.; treasurer, Charles Thorpe, *The Retail Grocers' Advocate*, New York, N. Y.

Tuesday's speakers were Paul Findlay, sales manager of the Sealshipt Oyster Company, Norwalk, Conn.; John Lee Mahin, of the Mahin Advertising Agency, Chicago; Charles D. Reohr, of the Magazine and Book Company, New York; C. E. Barker, of the Hamilton Corporation, New York; Charles G. Phillips, of the Root Newspaper Association, New York, and A. Eugene Bolles, of *Advertising and Selling*, New York. On Tuesday afternoon the Shredded Wheat Company entertained by arranging for the visitors to take the gorge ride on the Niagara Belt Line and in the evening it tendered a banquet at its plant.

The Association includes among its members all the leading grocery trade papers in the United States. A feature of the meeting was the presentation of a silver loving cup to C. M. Wessels, the Association's general advertising agent.

Maine's Mover of Merchandise

In Portland, Maine's Metropolis (greater Portland's population is about 75,000), the One, Great Advertising Force is the

Portland Express

CIRCULATION—over THREE TIMES as large as any other Portland paper.

Maine's Largest Daily Circulation!

Maine's Largest Want Ad Medium!

Carries the Most Advertising because it Moves the Merchandise!

JULIUS MATHEWS, Representative

reliability

means everything in
printing.

We keep faith in our estimates,
our work, and our promises.

☞ *It's not a virtue with us but
business tact, born of ex-
perience.*

Ask us to quote on:

House organs, booklets, small
job work and fac-simile letters.

The Reliance Press

300 to 310 E. 22d St.

New York

(Schlegel Building, Cor. 2d Ave.)

put us to the test

GROWTH OF ADVERTISING CLUB MOVEMENT.

FORTY-FOUR CLUBS SCATTERED ALL OVER THE COUNTRY NOW AFFILIATED WITH NATIONAL ASSOCIATION—A MEMBERSHIP OF THREE THOUSAND INCLUDED.

By Herbert S. Houston,

Chairman Executive Committee, Associated Advg. Clubs of America.

The steady growth of the club movement in America is one of the definite evidences that advertising is responding to the modern call of efficiency and that is simply the watchword of the time. In looking through the current magazines and seeing that nearly every one had an article on "efficiency" or announced an article for a future issue, it was plain that editors are keenly alive to the fact that the world is determined to get its productive and commercial activities on a basis of science and system.

The day of haphazard has passed. The reason is manifest—those who follow haphazard cannot survive. And right here lies the explanation for the great growth of advertising clubs and for the more serious quality that is marking their work. Advertising, thank Heaven, is fast emerging from the realm of chance. And that is a great thing to observe and rejoice over.

Only yesterday advertising was on the anvil being hammered by the adsmith. The faker so juggled it that even wise people scarcely knew whether it was a freak or a force. But to-day all this is being changed. And the advertising club movement is related to the change both as cause and effect. It will probably surprise the readers of *PRINTERS' INK* to know that there are forty-four active advertising clubs that are members of the Associated Advertising Clubs of America. They represent a membership of over three thousand and by the time the next national convention is held in Boston on the first of

August, this year, the membership will undoubtedly reach four thousand and include probably twenty more clubs.

The movement has now become truly national, as there are clubs in every section of the country. In the last six months such clubs have joined the National Association as the Pilgrim Publicity Association, in Boston, the Town Criers Club, in Providence, the Western Massachusetts Ad Club, in Springfield, the Representatives Club, in New York, the Daily Newspaper Club, the Baltimore Ad Club, the Agate Club, of Chicago, the Toledo Advertising Club, the Portland, Oregon, Advertising Club, the Advertising Men's League of New York, the Newton, Iowa, Advertising Club, besides several other clubs in the intermediate cities of Iowa; and as this article is being written the Poor Richard Club, of Philadelphia and the Ad-Sell League, of South Bend, Indiana, are on the point of joining.

When a movement gathers form and grows as this club movement is growing, there must always be some reason for it, and the reason, I believe, as I have stated, is the widespread determination to become efficient. This is indicated moreover not merely in the growth in number of clubs but in their spirit. This spirit has manifestly become more serious, more eager for information, more earnest for advancement. It was an expression of this spirit, in a unanimous outburst of enthusiasm in the convention at Omaha, that brought about the formation of the Educational Committee and the preparation of an educational course for the clubs. That course was prepared by a committee of a dozen men from all parts of the country and it sought to cover, as broadly as it was possible to do it in ten subjects, the various needs and interests of the different clubs. That course is now being taken up by many of the clubs and their number is being added to every month. The demand for the Educational Course has become so great that

it is being printed in pamphlet form for distribution. The club in Dallas has just written to the Educational Committee that "the interest in the educational work is something marvelous. The club in Dallas now wants to cut out every other feature and devote every meeting to the study of this course. The best of the Dallas papers is making a feature of the club's papers on Sunday and will print the whole course, so that our members will be able to keep the papers for their individual reference."

One of the plans hit upon for making the course more effective has been the publication of the best papers presented on each subject in *The Voice*, which is the official publication of the Associated Clubs. In the next issue the best three papers presented on the first subject, "Why This Club Exists," will be printed. To show the wide reach to which this course has already extended it is interesting to give the names of the writers on the three papers selected for publication. (It should be stated that each subject is divided into three general subdivisions, each of which calls for a paper.) The papers and their writers are as follows: "What This Club Can Do for Its Members," by Herman Block, advertising manager of the *Milwaukee Journal*; "What Can This Club Do for Its City?" by P. M. Rea, of Charleston, S. C.; "What Can This Club Do for Advertising?" by A. G. Cheney, advertising manager of the Titcher-Goettinger Company, Dallas, Texas.

And this educational work is fast spreading from the clubs to the colleges in their immediate vicinity. This convinces me that the best plan of getting the colleges which have courses in commerce to take up advertising is the one that is being followed by the advertising clubs. Right now a member of the Educational Committee of the Associated Clubs is giving a course in advertising in the University of California. Another member of the Educational Committee has been chiefly in-

A known Result- Giver!

With the LARGEST and BEST circulation in CONNECTICUT'S Largest City, THE

New Haven Register

can always be depended upon to give RESULTS!

Read by the "Masses!"—carries more Classified Advertising than any other Connecticut paper.

Read by the "Classes!"—is New Haven's recognized leading paper, socially, politically and in news enterprise.

JULIUS MATHEWS, Representative

Canada's Most
Remarkable Magazine

THE CANADIAN CENTURY

The only Canadian weekly regarded as important enough to be included in "Printers' Ink" summary of advertising carried by the leading publications.

Guaranteed Circulation
at end of first year
20,000 Copies Weekly

A. E. DEAN, General Manager
Montreal

Follow Wanamaker In Philadelphia

His selection of a newspaper in his own city is about the best evidence that it reaches the 350,000 worth while German-speaking people and goes into 60,000 German homes.

By signing a 600,000 line contract on January 1st he identified THE GERMAN GAZETTE as a paper of merit and reliability. Wanamaker knows the value of the German patronage in Philadelphia, and will make a bid for their business through the best German publication in the city.

Follow Wanamaker into the 60,000 German homes through the GERMAN GAZETTE—and get results.

The German Gazette Publishing Co.
Philadelphia.

HIT THE BULL'S-EYE OF
THE HOME—THE YOUTH
THE

NATIONAL YOUTH

is the ONLY magazine of today that aims directly at the youth between 15 and 25 years of age. And it goes in the homes of OVER

52,000

such readers, every month.

Can YOU afford to buy business insurance, and at the same time get direct results from the purchase? If so, here is your chance. Tell your story to your future Junior Partner—NOW.

Put it in the National Youth and the Cream of Young America will talk about it.

10c a copy at all newsdealers.
One Dollar a year.

RATES: 25 cents a line.
\$3.50 an inch.
\$50.00 a page.

WATKINS & STEELE
PUBLISHING CO.
525 Kedzie Bldg., Chicago.

strumental in getting a strong club organized among the students of the University of Wisconsin, and this club will take up the educational work that the committee outlined. There are other important lines of approach being opened up with other colleges and in each case a local advertising club is the center of operations. Already enough has been accomplished to make it plain that the line of club approach is the one that can give the largest possible results in introducing instruction in advertising and selling to the colleges of the country. Instead of having to depend on some organization far away, such as the Daily Newspaper Club or the Association of Advertising Managers, or the Quoin Club, each of which represents one phase of the broad field of advertising, this whole subject of education in advertising should be left with the Association of Advertising Clubs for two convincing reasons: First, these clubs hold a brief for no single phase of advertising but represent all phases—the seller and buyer of advertising, and every kind of advertising medium; second, the clubs are so widely scattered that in every part of the country a progressive club is working that can do more to introduce advertising instruction in a nearby college than any other agency; and the proof is that the clubs are doing this work right now.

But the clubs are not merely educational centers and publicity centers which promote greater efficiency in advertising. They are also crusading centers, working constantly for honest advertising. In all the clubs there is no note that is sounded more often and more surely than the ethical note. As President Dobbs has put it with great effect, "The way to have advertising believed is to make it believable," and everywhere the clubs are taking up that gospel and preaching it in season and out of season. They are not only doing that but through their National Executive

Committee they have squarely endorsed the work of Postmaster-General Hitchcock in his efforts to drive out fakers. And they do not propose to stop with endorsing but expect to lend a hand in the way of effective co-operation. At the approaching Executive Committee meeting in Chicago, plans looking to that kind of co-operation are to be seriously considered.

There are still some clubs that are not affiliated with the National Association. And I can quite understand how clubs that had organized long before the National Association, such as the Quoin Club, the Agate Club, the Daily Paper Club and others, should hesitate and consider before joining the Associated Clubs. But when they do consider, they will join, just as the clubs named have done, because by so doing they will still maintain their independence and, in addition tremendously strengthen their power for useful service. Even the Sphinx Club, I believe, will some day see that it can continue to be a forum—an idea with which it has long been obsessed—and at the same time become a force.

CAMPBELL-EWALD COMPANY TO INCORPORATE.

The Campbell-Ewald Company will be incorporated in Detroit, to do an advertising business, by Frank J. Campbell, of the Campbell Advertising Service, and Henry T. Ewald, who has been assistant advertising manager of the Studebaker Automobile Company, with charge of the E.-M.-F. advertising. Mr. Campbell will be president and treasurer, and Mr. Ewald secretary. Both are charter members of the Detroit Advertiser Club. With the company as managers of advertising are R. C. Banker and J. S. Chennoweth. The offices are in the Lightner Building, at 54 Lafayette Boulevard.

That the newspaper is the best advertising medium was the assertion made by A. G. Newmyer, advertising manager of the Frank A. Munsey newspapers, in an address on "Newspaper Advertising," before the advertising class of the Detroit Technical Institute, in the Y. M. C. A., January 23d. "The men who have something to sell wish to reach the mass of the people, and this is what the newspaper does," he said.

Would you sell your goods in Worcester, Mass. ?

Second largest city in the state. A great industrial city. Surrounded by a fertile agricultural country.

Then use

The Evening

"GAZETTE"

Largest Evening Circulation! Worcester's "Home" Paper. Favorite Daily paper of Worcester's Merchants.

JULIUS MATHEWS, Representative

I Started As Clerk

with a large manufacturing company which advertises and sells its specialty throughout the country.

On merit alone. I am now general manager.

As sales manager I organized, and, for a number of years, had complete charge of our sales force.

As advertising manager I plan the campaign and write much of the matter used.

I am looking for a larger and better paying position—preferably in the sales organization.

I am in my prime in years and health. My training should be of large service to someone.

Perhaps you need such a man.

If so, address

"OPPORTUNITY," Printers' Ink

A TURNING POINT IN ELECTRICAL ADVERTISING.

A CONVICTION THAT "CARD" ADVERTISING SHOULD BE ABANDONED FOR EDUCATIONAL COPY—INFLUENCES THAT ARE OPERATING TO EFFECT MORE RESTFUL METHODS—THE RICH OPPORTUNITIES THAT AWAIT ELECTRICAL ADVERTISERS.

By an Advertising Expert Associated with a Noted Electrical Firm.

Electrical advertising is at present in what might be said to be a critical condition. Until recently, in common with many other technical advertisers, electrical companies, as a class, have not been conspicuous for either the quality or the quantity of their advertisements. The old routine has been contentedly followed. More or less elaborate cards in the technical papers, form letters and pamphlets for dealers, and fairly extensive lines of folders, bulletins, and catalogues for customers have comprised their publicity efforts. But now a change is noticeable. It is evident that a wider and more forcible publicity has become necessary; technical electrical publicity is being greatly improved and campaigns of a high order are being conducted in the popular magazines. The larger companies started the movement, but the smaller concerns have also felt the stimulus and are following in the lead of their greater rivals.

There are two main reasons for this activity. On one hand, the business has become highly competitive; on the other, a vast new field has been opened up that will require all the resources of publicity to develop.

Competition has necessitated publicity. Time was when each company practically controlled certain kinds of electrical apparatus and publicity served merely as an announcement of the readiness to do business. But this period has passed. Practically all the important fundamental patents

have expired, leaving the field open to every one. Principles of design are known everywhere and manufacturing processes are pretty generally standardized. It has taken the different manufacturers some time to prepare completed lines, but business in the appliances that form the great bulk of sales is already widely spread.

The immediate result has been a careful redesigning of the various machines with a view to lower cost, greater efficiency, and better adaptability. But the improvements must be made known and the specific points of advantage emphasized; hence the beginnings of a new technical, electrical publicity of that superior character that only a highly competitive business will produce.

The second factor that is tending to increase the volume of electrical advertisements is the development of a variety of electrical devices for domestic, office, and store use; such as sewing machine motors, electric irons, electric stoves, motor-driven washing machines, vacuum cleaners, coffee grinders, adding machines, addressing machines, etc.

The electric companies expect great things of this new line. They look forward to the time when electricity will do practically all the everyday work, when electric motors will largely supersede hand labor and electric cooking and heating will be in general use. As a matter of fact this result will probably be brought about. The utility and economy of these devices is very real; and it is not illogical to believe that electricity will revolutionize housekeeping precisely as it is revolutionizing illumination, transportation and manufacturing.

But here is evidently work for the advertising man. He must educate the people into an entirely new order of affairs. He must demonstrate that these things are practical even in the hands of inexperienced users, that they accomplish better and more rapid results than hand labor can, and that they cost very much less. The task is a very difficult one and will require years of unremitting pub-

licity to accomplish. It is, moreover, a task in which every electrical company, whether manufacturer, central station or dealer, must co-operate, each bearing in mind that the advancement of the cause is as important as immediate profits from the sale of apparatus and current. The campaign has already been begun, as yet only in a small way, but it promises to become in time one of the most important classes of advertising.

CHARLES H. TOUZALIN OPENS AGENCY.

Charles H. Touzalin, for many years a member of the soliciting staff of Lord & Thomas, Chicago, will celebrate the 25th anniversary of his entrance into the advertising profession by opening an

agency of his own in the Kesner Building, Chicago. Mr. Touzalin takes with him, as partner, F. G. Hatcher, who for some years has been connected with the financial department of Lord & Thomas. Mr. Touzalin is now serving his fourth year as treasurer of the Chicago Advertising Association, and was for years in charge of the Lord & Thomas Directory. He was one of the "old guard" of the Lord & Thomas agency of years ago, when Mr. Lord and Mr. Thomas were active.

Among the new Chicago corporations is the Adams Newspaper Service, organized with a capital of \$10,000, to do an advertising and news business. The incorporators are Bruno Pascale, M. Hall, and A. Leonard.

Kurtz Wilson, who was Eastern manager of the Philadelphia *North American* until last September, when he resigned to go with *Hampton's Magazine*, has again taken up his connection with the former publication, with offices in New York.

The JOLIET NEWS has purchased one-half the good will and subscription lists of JOLIET REPUBLICAN

which suspended publication January 28th. This makes NEWS circulation daily and weekly over 9,000 in Joliet, Ill., and suburbs, where there are over sixty thousand thrifty people.

No Increase In Advertising Rates

H. E. BALDWIN, Advertising Manager.

1847 ROGERS BROS. X S TRIPLE


"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.

Catalogue "P" shows all designs

MERIDEN BRITANNIA CO.
 (International Silver Co., Successor)
MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. F. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr.

St. Louis Office: Third National Bank Building.

A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, Feb. 9, 1911.

Is There a "Saturation Point"?

Does a product ever exhaust its market? Does it ever reach the point where human ingenuity can push its sales no further? In connection with the financial statement of the American Telephone and Telegraph Company for its fiscal year, the interesting question is raised: What is going to happen when consumption exhausts the possible market? It is a matter that successful concerns sometimes permit themselves to worry about,—quite needlessly, however, it seems to PRINTERS' INK, if the business is managed with intelligent foresight.

The figures on which apprehension as to the future growth of the telephone business are based are as follows. The telephone grows at the rate of twelve per cent per annum. Population increases only at the rate of about three per cent a year. Fears are expressed that in the course of fifteen or twenty years the "sat-

uration point" will have been reached. That is to say, the annual expansion will have overtaken the population and the possible market will have become exhausted.

Mr. Thomas Balmer has told us something of "the law of diminishing returns." Now we are confronted with a "saturation point," a mark which is supposed to represent the closed door to further trade growth and, therefore, out-Balmers Balmer. Undoubtedly the saturation point exists, but hope lies in the fact that it is a *movable* feast. No one can say that better selling methods, a lower price, suggestions for new uses or an improvement in the product itself may not postpone the evil day for years to come.

For example, not so long ago it looked as though the piano business was pretty close to the saturation point. Very easy installment payments and strong-arm methods of selling had placed pianos in even the humblest homes. Pianos were also sold to thousands who could not play a note. Manufacturers and dealers were on the verge of nervous prostration trying to unearth new prospects. Was the possible market exhausted? The invention of the piano-player came along and multitudes of new prospects came into the market in the shape of people who were willing to buy a piano now that they were enabled to play without an arduous course of study. Thus the saturation point in the piano industry was suddenly moved ahead a hundred years by a simple but fundamental invention.

Probably it will be the same in the telephone and in other industries. In New York City in the year 1900 the proportion of telephones to population was represented by the decimal .0164+. Good advertising and other factors raised the decimal to .0881+ in the year 1911. The right quality of brains will find a way of moving that hypothetical saturation point indefinitely into the future.

Are False Circulation Claims P. O. Frauds?

A new element of trouble is entering upon the path of the publisher who falsifies his circulation claims and then uses the U. S. mail for disseminating his false circulation figures.

Up to the present time Uncle Sam has serenely ignored the use of his mail so far as circulation exaggeration is concerned, going so far no doubt as to figure out that the hottest of hot air would not injure the other portions of the mail with which it came in contact, but an irate publisher of a small daily paper has recently invoked the aid of Uncle Sam to prevent a brother publisher from doing too much lying about circulation. The matter was put squarely to the postal authorities that the mails were being used by the publisher in question for the purpose of sending out fraudulent statements to advertisers, and as something had to be done, the postal authorities have been busy for some time in gathering evidence against the alleged disciple of Ananias, and if facts will warrant, prosecution will begin in short order.

If it develops that one publisher can be punished for sending out fraudulent statements through the mails, what is to become of a large number of other parties equally guilty? In many communities publishers do not dwell in brotherly love to the extent that they should, and Mr. Ananias never knows at what minute his rival down the block may invoke the strong arm of the U. S. Government to bring him to justice.

Progress in Public Service Relations

The wider appreciation of a policy of painstaking amity and openness between public service corporations and the public is now a national movement. Nothing could be more obvious to the mind trained in public relationship; but apparently nothing has been harder for such corporations to see up to this time. President Cortelyou, of the Consolidated Gas Company, New

York, gives credit to the company's display advertising in the company's annual report, recently issued, and the concern's prosperity and freedom from criticism since the public has been told of the service and courtesies offered to users is quite marked in contrast to former days.

A general awakening is in progress along these lines, and there seems to be an attendant clarification of the political atmosphere wherever the advertising plan is followed.

The keynote of appeal for a public service corporation is very well presented in a series of copy now appearing in large space in Portland, Ore. A rather new note is struck in the bringing forward of the common bond of civic pride and progress. Especially is this note effective on the Pacific Coast, where municipal pride and the boost spirit have reached perhaps the highest notch.

The following is an extract from some of the copy now appearing:

The Portland, Eugene & Eastern Railway owns and operates 15.2 miles of standard gauge track, between Eugene and suburbs and the twin-sister city of Springfield, on the east bank of the Willamette.

Organized and controlled by Oregon capital exclusively, our patrons may be reminded that no other industrial concern is more vitally interested in the upbuilding of Eugene and the development of tributary country.

Confidence is the basic asset of the world's commerce. Have you, Mr. Citizen, reflected upon the measure of confidence invested in the future as evidenced by the expenditures the past few years of the public service corporations, of which this was the pioneer in this vicinity?

Than ours, no other industrial organization is more vitally interested in the upbuilding and progress of Eugene and vicinity. The relations between the public and local transportation service are most intimate; no other public service, perhaps, is subject to so great fluctuations.

Corporations have no visible personality—they themselves exist only *on paper*; hence any personality to be desired for them must also be built up *on paper*. When this is neglected, all the enmities and dark suspicions and prejudices which are aroused by something which acts from behind a curtain and in the dark come forward and seriously complicate relations.

A Study of Emphasis in Advertising

The evolution of advertising copy has always centered around the matter of emphasis. Various copy fads have juggled with typographical means of emphasis, such as paragraphing each sentence—even each phrase; and then the use of italics and rule underlinings.

The object sought has obviously been to give to the level and silent printed page greater power for shading the expression of ideas. It is well known that writing conveys meaning and emphasis quite different from original intention.

A writer in the *Advertising World*, London, takes up this interesting question of emphasis. He says:

Advertisements should be written as though the writer were confronting his audience in person. The point he would feature in speaking should be emphasized in the printed advertisement.

But look in half a dozen of this morning's papers, and a number of the current magazines, and you will realize how rarely is emphasis used in the advertisements, in the senses referred to. Most of the matter in the advertisements is on a dead level.

Suggestive as this is, the author is a bit misled—for sometimes, to attain precisely the same result, words in type should be emphasized differently than if spoken.

The writer continues:

Ask six different people to read aloud 200 words of straight matter, and the interpretations will be so varied that several meanings will be suggested. The reader may emphasize wrongly, for emphasize somewhere he always will; and no advertiser should publish anything which is capable of being misinterpreted.

The one essential is this—the emphasis must be natural. And this is the second point—natural use is the only right use. Emphasis must not be strained or it will be harmful. It must bear the same relation to the other matter as do the slight inflection of tone or an appropriate gesture to the normal tone and delivery of spoken words. And it must be remembered that in speaking emphasis may be obtained by softening the voice.

Yet in most cases when an advertiser does consciously use emphasis he over-emphasizes. He bawls, shrieks, or raves in numerous headlines, sub-headings, and black type generally, thus making the emphasis of particular words impossible, and thereby defeating his object.

So much for the statement of the case. The matter of actually realizing more perfect emphasis is more difficult, however, than discoursing upon the theory of emphasis. The writer's suggestions do not altogether meet the delicate nature of the task of effective emphasis, but are worth while examining:

Roughly, there are five ways of emphasizing a word or a sentence in the straight matter of an advertisement. They are these: Large type capitals and lower case, capitals of the same face as the "body" matter, same size type of fuller face, underscoring, and italics.

The heavier type or larger letters, as shown earlier, are not to be recommended. As compared with the normal face they represent over-emphasis, and are, therefore, unnatural. They bear the same relation to right emphasis as do the shoutings and bangings of an excited speaker to the restrained tones of a calm reasoner.

Much may be said in favor of underscoring. It invariably compels the reader to lay special stress on the parts underscored. And it does not tend to weaken the value of the unaccented portion to the same extent as does a heavier letter. Many would say that it causes no weakening. I am not prepared to go quite so far. Underscoring has some disadvantages. It certainly confuses the eye, especially in matter set solid, and it may justly be criticised on this score, especially when, as is usually the case, the rule used is too strong for the type face; also underscoring detracts from the artistic value of an advertisement.

Then, italic in the "body" of an advertisement effects the natural emphasis one would make in speaking the words, and accomplishes this without weakening the appeal of the whole, but rather supplementing it, and often leading it to a stronger climax by actually adding value to the best selling points.

And italic does this without offense to the artistic sense of any reader, for italic of equal face does not disturb the typographical balance, as do heavier faces and underscoring.

Thomas Balmer, advertising director of the *Woman's World*, will address the Technical Publicity Association at its next meeting, February 9th. Another feature of the evening will be a discussion of the value of souvenirs and novelties for advertising purposes, and each member will bring a sample of each that he has ever used.

Although included in the tabulation of January general magazines, *Sunset* was inadvertently omitted from the recapitulation, in which table it would have occupied eighth position.

Members of the Sphinx Club will entertain their "sweethearts and wives" at the Waldorf-Astoria February 15th. Dancing will follow the dinner.

Why I am with To-day's Magazine

When I was offered the position of advertising manager of TO-DAY'S MAGAZINE, I went to Canton and made a close, first-hand study of the proposition.

I learned that the Canton Magazine Company consists of business men of high standing, who have won success in other lines; men of sufficient means to allow them to gratify a desire to make TO-DAY'S MAGAZINE one of the leaders.

I found the Editorial Department in thoroughly capable hands and so situated that it can take advantage of the best the market offers in the way of department editors, fiction, special articles, and art work.

I found the Circulation Department alive and up-to-the-minute, with well-laid plans not only for increasing the circulation, but, in connection with the Editorial Department, to insure a larger percentage of renewals.

I learned that TO-DAY'S MAGAZINE interested chiefly—and was intended to so interest—the women who are responsible for the care of the homes—the wives, or mothers, who spend 85 per cent of the family income.

I found also, through the entire establishment, an esprit de corps that will make for the success of the publication; in fact, an organization fully capable of doing the things necessary to make TO-DAY'S MAGAZINE the best of its kind.

I am glad, indeed, to be associated with such broad-minded men, and aided by such capable, efficient workers as those I met in Canton.

Watch TO-DAY'S MAGAZINE.

ROBERT J. DANBY

Advertising Manager

New York
R. J. Danby
P. A. Skelton
Flatiron Bldg.

Canton, Ohio
H. S. Thayer

Chicago
Howse & Little Co.
People's Gas Bldg.

There is one man, one person that we, you and ourselves, strive to please. He is called by you the buyer, by us the reader of **COUNTRY LIFE IN AMERICA**. He is the person whom we both think about when we get up a magazine or plan an advertisement. If he is interested we win, if not we lose. We are partners in our endeavor to secure the confidence of this revered personage.

We think we have done our part in the developed

Country Life Twice-a-month in America

This is what **COUNTRY LIFE IN AMERICA** has done since the beginning of the new year of the magazine to satisfy the reader and secure his interest:

His needs for information about the furnishing and decoration of his home, were supplied by the *Inside the House Number*. His Christmas pleasures were enhanced by the *Christmas Annual*. His query "what shall I do outdoors in winter?" was answered in the *Winter Joys Number*. His thirst for motor information was satisfied with the *Automobile Number*. His search for facts about a new and charming form of country house was rewarded with the *Bungalow Number*.

In the same bigger and broader way throughout all the months to come will we discuss every phase big and little of country life more practically, and more inspiringly than ever before.

Partner, have you done your part in satisfying the needs "Country Life in America" creates in our mutual friend the reader? His buying power is well nigh unlimited.

The issues we are now making:

March fifteenth—The Back to the Land Number, a most comprehensive and practical manual, discussing the great joys and benefits of life in the country. Haven't you something to sell a large well-to-do company of present and prospective country living enthusiasts? Last form closes February 28.

April first—A typical Spring issue—valuable and interesting and one of the biggest and best of the year. Last form closes March 11.

DOUBLEDAY, PAGE & CO.

GARDEN CITY, LONG ISLAND, N. Y.

BOSTON
Tremont Building

NEW YORK
133 East 16th Street

CHICAGO
Peoples Gas Building

FEBRUARY MAGAZINES

ADVERTISING IN THE LEADING MONTHLY
MAGAZINES FOR FEBRUARY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Review of Reviews.....	138	30,868
Everybody's.....	129	29,048
Cosmopolitan.....	116	26,096
American Magazine.....	112	25,144
McClure's.....	111	24,904
Sunset.....	108	24,304
World's Work.....	94	21,530
Hampton's Magazine.....	91	20,440
Munsey's.....	87	19,604
Scribner's.....	86	19,264
Pacific Monthly.....	76	17,165
Century Magazine.....	70	15,736
Harper's Monthly.....	64	14,272
Success (cols.).....	54	14,147
Current Literature.....	62	13,916
Columbian Magazine.....	55	12,320
Red Book.....	48	10,752
Pearson's.....	46	10,304
Argosy.....	45	10,093
Theatre Magazine (cols.).....	53	8,919
Ainslee's.....	35	8,008
Overland.....	35	7,803
All Story.....	33	7,586
Atlantic Monthly.....	32	7,356
World To-Day.....	31	7,056
Human Life (cols.).....	37	7,050
Metropolitan.....	31	6,944
American Boy (cols.).....	33	6,660
Lippincott's.....	26	5,613
Strand.....	23	5,194
Boys' Magazine (cols.).....	27	4,845
Blue Book.....	20	4,480
Smith's.....	19	4,424
St. Nicholas.....	16	3,736

VOLUME OF ADVERTISING IN LEADING

WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

* Vogue (cols.).....	353	55,146
* Ladies' Home Journal (cols.).....	165	33,000
Woman's Home Comp'n (cols.).....	129	25,800
Good Housekeeping Magazine.....	96	21,656
Modern Priscilla (cols.).....	111	18,784
Delinestor (cols.).....	88	17,760
Woman's World (cols.).....	100	17,042
Canadian Home Journal (cols.).....	82	16,067
Designer (cols.).....	78	16,600
New Idea (cols.).....	77	15,400
Ladies' World (cols.).....	77	15,400
Pictorial Review (cols.).....	76	15,237
Housekeeper (cols.).....	68	13,600
McCall's (cols.).....	92	12,328
Uncle Remus's Magazine (cols.).....	64	12,053
People's Home Journal (cols.).....	51	10,300
Harper's Bazar (cols.).....	43	8,750
Every Woman's (cols.).....	35	5,950
Dressmaking At Home (cols.).....	23	4,600

* 2 Issues.

VOLUME OF ADVERTISING IN LEADING

MONTHLY MAGAZINES CARRYING

GENERAL AND CLASS

ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	622	104,496
* Country Life (cols.).....	241	40,482
Motor Boating (cols.).....	200	33,642
System.....	122	27,370
Suburban Life (cols.).....	95	16,150
Garden (cols.).....	105	14,771
House Beautiful (cols.).....	87	12,235
House and Garden (cols.).....	87	12,180
Business and Book-Keeper.....	54	12,096
International Studio (cols.).....	73	10,304
Outing Magazine.....	41	9,184

Why

SYSTEM'S 100,000+

puts any article, used or consumed by a man, before as many possible purchasers as any

ORDINARY

MAGAZINE'S 500,000

An ORDINARY magazine eventually reaches and remains in the home. There it is read, in the course of a month, by the wife, by two or three of her friends who call for the afternoon, and by one or two of her servants. It has a minimum of four extra women readers per copy sold. It is questionable if it reaches more than one man—the head of that household.

SYSTEM reaches and remains in the business establishment. It has its minimum of four extra readers per copy sold, in the course of a month—and they are four extra men readers—men in executive positions, for SYSTEM is edited to business executives—men who buy not only for their Businesses, but to supply their Personal wants, and the more important necessities and luxuries involved in the construction, operation and maintenance of their Homes.

This is why

SYSTEM'S 100,000+

is as effective as any

ORDINARY

MAGAZINE'S 500,000

to advertisers of things used or consumed by men, of a Personal, or Household, as well as of a Business nature.

	Cols.	Agate Lines
Technical World.....	40	9,157
Field and Stream.....	40	9,128
Craftsman.....	32	7,320
Recreation (cols.).....	39	6,612
American Homes & Gard.(cols)	34	8,780
Arts & Decoration (cols.).....	40	5,670
Outer's.....	24	5,481
Travel (cols.).....	31	4,462
Benizer's (cols.).....	14	2,576

**VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR JANUARY**
(Exclusive of Publishers' own advertising)

January 1-7:

Collier's.....	144	27,455
Life.....	142	19,913
Town and Country.....	89	14,952
Saturday Evening Post.....	60	14,920
Literary Digest.....	60	8,437
Independent (pages).....	34	7,740
Canadian Century.....	40	7,640
Youth's Companion.....	21	4,350
Outlook (pages).....	18	4,200
Churchman.....	24	3,980
Leslie's.....	21	3,780
Associated Sunday Magazines.....	20	3,600
Christian Herald.....	18	3,132
Illustrated Sunday Magazine.....	13	2,420
Scientific American.....	6	1,385

January 8-14:

Saturday Evening Post.....	94	15,980
Literary Digest.....	72	10,160
Scientific American.....	43	8,650
Canadian Century.....	45	8,590
Collier's.....	45	8,550
Life.....	37	5,184
Town and Country.....	28	4,843
Leslie's.....	23	4,785
Christian Herald.....	25	4,290
Outlook (pages).....	17	3,920
Churchman.....	18	3,000
Associated Sunday Magazines.....	16	2,880
Illustrated Sunday Magazine.....	15	2,815
Independent (pages).....	11	2,632
Youth's Companion.....	8	1,750

January 15-21

Saturday Evening Post.....	89	15,130
Canadian Century.....	51	9,755
Collier's.....	46	8,720
Town and Country.....	45	7,492
Literary Digest.....	45	6,210
Leslie's.....	27	5,550
Life.....	36	5,152
Outlook (pages).....	17	3,910
Independent (pages).....	17	3,808
Associated Sunday Magazines.....	20	3,760
Churchman.....	21	3,475
Illustrated Sunday Magazine.....	17	3,200
Christian Herald.....	15	2,550
Scientific American.....	9	1,855
Youth's Companion.....	3	730

January 22-28:

Outlook (pages).....	98	21,994
Saturday Evening Post.....	74	12,690
Literary Digest.....	89	12,493
Canadian Century.....	49	9,310
Collier's.....	37	7,030
Town and Country.....	36	6,283
Leslie's.....	24	4,985
Life.....	31	4,431
Christian Herald.....	24	4,190
Independent (pages).....	16	3,584
Associated Sunday Magazines.....	19	3,550
Churchman.....	21	3,360
Illustrated Sunday Magazine.....	18	3,310
Scientific American.....	9	1,850
Youth's Companion.....	8	1,610

January 29-31:

Associated Sunday Magazines.....	22	4,125
Illustrated Sunday Magazine.....	11	2,140

Totals for January

Saturday Evening Post.....	58,420
Collier's.....	51,755
Literary Digest.....	37,400
Canadian Century.....	35,295
Life.....	31,680
Outlook.....	34,024
Town and Country.....	33,570
Leslie's.....	19,160
*Associated Sunday Magazines Independent.....	17,915
Christian Herald.....	17,764
*Illustrated Sunday Magazine..	14,162
Churchman.....	13,885
Scientific American.....	13,815
Youth's Companion.....	13,740
	8,440

*—5 Issues.

**RECAPITULATION OF LEADERS IN
MONTHLY CLASSIFICATIONS**

	Pages	Agate Lines
1. Motor (cols.).....	622	104,496
2.*Vogue (cols.).....	353	55,146
3. Country Life in America (cols)	241	40,482
4. Motor Boating (cols.).....	200	33,642
5.*Ladies' Home Journal (cols.)...	165	33,000
6. Review of Reviews.....	130	30,968
7. Everybody's.....	129	29,048
8. System.....	122	27,370
9. Cosmopolitan.....	116	26,096
10. Woman's Home Com (cols.)...	129	25,800
11. American.....	112	25,144
12. McClure's.....	111	24,904
13. Sunset.....	108	24,304
14. Good Housekeeping Magazine	96	21,656
15. World's Work.....	94	21,530
16. Hampton's.....	91	20,440
17. Munsey's.....	87	19,604
18. Scribner's.....	86	19,254
19. Modern Priscilla (cols).....	111	18,784
20. Delineator (cols.).....	88	17,760
21. Pacific.....	76	17,155
22. Woman's World (cols).....	100	17,042
23. Suburban Life (cols.).....	95	16,150
24. Canadian Home Journal (cols.)	82	16,067
25. Century.....	70	15,736

* 2 Issues.

**ATLANTA SEMI-WEEKLY "JOUR-
NAL" WINS ITS CASE.**

The semi-weekly edition of the Atlanta Journal has been under investigation by the United States Government and Post-office Department for seven months past. It is said that this has been an inquisition without parallel in newspaper history. An army of Government detectives, secret agents and postal experts ransacked the records of the semi-weekly Journal, which were freely offered, covering a period of twenty-nine years. They finally decided to bring a charge that the paper had mailed out in 1908 a lot of copies at one cent per pound which, under postal regulations, they alleged, should have been paid for at four cents. The amount involved was \$470.

United States Judge W. T. Newman has rendered an opinion dismissing the indictment. It was apparent, he said, that the Journal had violated no law. The grand jury also refused to find against the Constitution on a like charge.

If the case against the Journal had not failed, it is supposed investigations were to have been pushed against other big newspapers. In the light of Judge Newman's decision similar prosecutions will probably not be brought.

The increase in
news stand sales of

COSMOPOLITAN

MAGAZINE

is greater than the
increase of all its
competitors com-
bined—and then
some.

Ask your Newsdealer.

To Advertisers—You can re-
serve space
—to be used any time up to February,
1912—in Cosmopolitan, at \$2.00 per line,
if you notify us immediately—not later than
February 15, 1911, when our new rate
goes into effect.

Agate
Lines
58,420
61,755
37,400
35,295
34,680
34,024
33,570
19,100
17,915
17,764
14,162
13,885
13,815
13,740
8,440

IN

Agate
Lines
104,496
55,146
40,482
33,642
33,000
30,968
29,048
27,370
26,096
25,800
25,144
24,904
24,304
21,656
21,530
20,440
19,604
19,264
18,784
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17,155
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PRINTERS' INK'S FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

	1911	1910	1909	1908	Four Years' Total
Everybody's	29,048	31,304	30,842	23,632	114,826
Review of Reviews.....	30,968	29,066	25,808	21,238	106,080
McClure's	24,904	23,744	26,902	19,824	96,374
Cosmopolitan	26,096	20,958	23,304	*20,174	90,532
American	25,144	26,656	21,668	15,232	88,700
Munsey's	19,604	24,080	25,536	17,024	86,244
Sunset	24,304	22,932	21,140	17,234	85,610
World's Work.....	21,530	22,092	24,191	13,601	81,414
Scribner's	19,264	23,611	17,360	12,656	72,891
Pacific	17,155	16,352	17,444	17,066	68,017
Hampton's	20,440	28,336	12,012	6,594	67,382
Harper's Magazine.....	14,272	17,248	18,438	13,412	63,370
Century	15,736	17,472	17,158	12,243	62,609
Success	14,147	17,381	13,488	11,454	56,470
Red Book.....	10,752	11,048	12,544	9,856	44,800
Pearson's	10,304	11,872	8,736	9,184	40,096
Argosy	10,093	11,722	9,051	6,676	37,542
Theatre	8,919	9,551	9,804	6,420	34,703
Ainslee's	8,008	8,960	8,862	7,140	32,970
Human Life.....	7,050	8,510	6,508	7,121	29,189
Metropolitan	6,944	4,480	8,288	5,512	25,224
American Boy.....	6,660	5,712	5,628	6,532	24,532
All Story.....	7,586	7,952	5,236	4,032	24,806
Lippincott's	5,613	5,491	4,512	4,512	20,128
Strand	5,194	5,040	5,376	4,312	19,922
Blue Book.....	4,480	4,480	4,480	3,584	17,024
St. Nicholas.....	3,736	3,864	2,360	1,932	11,892

WOMEN'S MAGAZINES.

**Vogue	55,146	45,122	43,111	31,190	174,569
**Ladies' Home Journal.....	33,000	29,400	23,800	17,200	103,400
Woman's Home Companion.....	25,800	25,600	25,545	12,776	89,721
Good Housekeeping Magazine...	21,656	21,638	18,813	12,432	74,539
Delineator	17,760	18,530	13,020	12,096	61,406
Pictorial Review.....	15,237	15,640	12,876	10,535	54,288
Designer	15,600	16,800	13,400	9,087	53,887
New Idea.....	15,400	16,760	13,358	8,160	53,678
Ladies' World.....	15,400	15,067	12,467	9,000	51,934
Housekeeper	13,600	13,684	11,390	10,200	48,874
Harper's Bazar.....	8,750	13,280	10,388	6,160	38,578

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

Motor	104,496	78,288	54,432	31,088	268,304
Country Life.....	40,482	34,344	28,280	22,722	125,828
System	27,370	30,478	30,352	23,296	111,496
Suburban Life.....	16,150	17,890	10,904	10,680	55,624
Garden	14,771	16,029	12,376	11,046	54,222
Outing	9,184	10,336	12,211	12,740	44,471
Technical World.....	9,157	10,700	10,122	9,058	39,037
International Studio.....	10,304	13,790	10,605	3,876	37,975
Field and Stream.....	9,128	9,408	8,582	6,944	34,062
House and Garden.....	12,180	7,800	5,432	6,177	31,589
Recreation	6,612	6,192	4,343	4,515	21,662

WEEKLIES (January).

Saturday Evening Post.....	58,420	65,110	41,222	30,110	194,871
Collier's	51,755	46,734	30,346	21,943	150,778
Outlook	34,024	34,265	30,084	25,522	123,895
Literary Digest.....	37,400	36,752	28,760	20,557	123,470
Life	34,680	30,944	21,208	12,291	99,123

*Dated March

**Two issues.

1,111,413	1,101,096	924,103	691,266	3,827,878
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GAIN IN FOUR YEARS

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR JANUARY, 1908

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Review of Reviews.....	83	18,704
Everybody's	80	17,976
Cosmopolitan	79	17,808
McClure's	79	17,808
Sunset	77	17,208
Harper's Magazine.....	61	13,671
Munsey's	60	13,440
Century.....	58	12,915
American	55	12,432
World's Work	51	11,512
Scribner's.....	50	11,298
Pacific Monthly.....	50	11,088
	783	175,860

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR JANUARY, 1911

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	120	26,696
World's Work	116	26,108
Sunset	116	26,086
Review of Reviews.....	109	24,830
McClure's	92	20,802
Everybody's	87	19,686
Scribner's.....	82	18,568
Munsey's	79	17,808
Hampton's Magazine	78	17,472
Pacific Monthly.....	76	17,192
American Magazine.....	73	16,382
Harper's Monthly.....	70	15,736
	1098	247,006

SUNSET'S position 1908--FIFTH

SUNSET'S position 1911--THIRD

(Practically tied for second place)

GAIN IN ADVERTISING—12 leading magazines... 40%

GAIN IN ADVERTISING—SUNSET 51%

SUNSET'S circulation (1907)

SUNSET'S circulation (1911)

75,000

125,000

SUNSET'S GAIN IN CIRCULATION, 66 2/3%

THE UNITED STATES CENSUS BUREAU shows that the Pacific Coast Country is the fastest growing part of the whole UNITED STATES. The most potent single publicity factor in the growth is SUNSET MAGAZINE.

SUNSET has a larger circulation on the Pacific Coast than any other monthly magazine published and 50% more circulation than any other Pacific Coast Magazine.

SUNSET has just published an attractive little leaflet giving some interesting figures and a map showing the growth in population of the UNITED STATES as shown by the Census Bureau which will be sent on application to

SUNSET MAGAZINE, San Francisco, Cal.



If you use *illustrations* and *engravings*, Barnes-Crosby Company will meet you more than half way. 400 artists, engravers and representatives, organized and located where you can get right at 'em. The rest is easy.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, Pres.

*Artists :: Engravers
Catalog Plate Makers*

215 Madison Street
CHICAGO

214 Chestnut Street
ST. LOUIS

Branch Offices and Art Departments:

NEW YORK	MINNEAPOLIS
CINCINNATI	ST. PAUL
DETROIT	MOLINE
INDIANAPOLIS	CLEVELAND
KANSAS CITY	TOLEDO
MEMPHIS	ATLANTA
MILWAUKEE	SAN ANTONIO
MEXICO CITY	

Write for folder "Cover Designs." You need it.



On and after March 25, 1911, the rate for advertising in THE BOYS' MAGAZINE will be as follows: (New rate takes effect beginning with the MAY number.)

LESS THAN ONE-FOURTH PAGE

Per agate line..... \$.30
Per inch (14 lines).. 4.20

ONE-FOURTH PAGE OR MORE

One-fourth page (180 lines).....	\$45.00
One-half page (360 lines).....	90.00
Three-fourths page (540 lines).....	135.00
One page (720 lines).....	180.00

(No advertisement of less than seven lines accepted.)

Reservations at the old rate of 25c. a line will be accepted up to and including the December, 1911, issue, providing definite order is sent us before March 25, 1911.

The publishers of THE BOYS' MAGAZINE absolutely guarantee to every advertiser an average circulation, from May to December, 1911, inclusive, of 50,000 copies monthly. We have every reason to believe that our circulation will average considerably more than 50,000. In the event of any shortage, however, a pro rata refund will be made to every advertiser. Any advertiser may have access to our circulation books at any time.

Last forms for our April issue close promptly on February 25th.

THE SCOTT F. REDFIELD COMPANY, SMETHPORT, PA.



The Little Schoolmaster's Classroom

In a previous chat the Little Schoolmaster pointed out that while it is highly important to understand the goods or service you are going to advertise, that knowledge alone is not sufficient.

There are many people thoroughly familiar with some commodity that they are not able to advertise successfully.

Before a sale takes place, a certain impression is made in the mind of the prospective buyer and a certain process of reasoning goes on. Therefore, before any advertiser can reasonably hope to make the maximum number of sales, he must have a good knowledge of the particular class of people he is trying to influence. He should seek opportunities to see and hear such people deal with salesmen. He should read letters from them. He must keep constantly before him their methods of reasoning and purchasing.

To illustrate: A short time ago I saw a millinery announcement that did not please me. From my point of view as a man, it was ineffective. I riddled that advertisement and that evening confidently and gleefully pointed out its faults to the head of my household. "Why," said she, "I went to that opening and so did Mrs. A. and Mrs. B., and we went to several other openings advertised this morning." Right there I learned a good old lesson over again. The trouble with me was that I had looked at the hat announcement from a man's point of view, and there is a radical difference between a man's method of looking up a hat and a woman's.

It is no easy matter to forget the personal point of view and to put yourself in the place of the typical customer. It is nevertheless an essential thing in the making of plans and the writing of copy.

A business man, picking up a circular of sixty-four pages set in 8-point type, said that he didn't believe any one read it. He wouldn't read a circular that long, he said. "Are you interested in that subject?" asked the man who had written the circular after reading thousands of letters from inquirers interested in the subject that the circular covered. "No." "Have you ever thought of spending your money for an article of that kind?" "No." "Then, of course, you wouldn't read the circular," said the circular writer; "that circular wasn't written for a man like you. It was written for John Jones, of Fort Wayne, Indiana, a young fellow twenty-two years old, who has \$50 saved up and is thinking seriously of spending that \$50 and \$30 more for what is described in the sixty-four pages of that catalogue. He is thinking of devoting several years of time to that class of work. Jones is likely to read every word in that circular. But if he is convinced before he gets half through, I am all right—will be better off than if I had failed to provide enough information. That circular wasn't prepared to develop inquiries but is to be sent to people who have inquired and who want full information."

I recently had a chance to observe the superior strength of copy written to fit a certain class. A line of copy written with only the printer in view—though the article is bought by all classes of men—was inserted in quarter-page space in a printer's journal, and the cost per reply has ranged from two to three times cheaper than replies from the general magazines. The ratio of sales has been as good as usual. With special classes of people in mind it is easier to hit the bull's-eye.

But it is remarkable how few

WANTED: THE BEST ADVERTISING SOLICITOR IN THE WEST

for the Western Advertising Management of a Western Publication of Large, General Circulation.

We are going to find the very best man in this territory,—a man of at least three years' soliciting experience, who is thoroughly acquainted with both Advertisers and Agents.

No limitations of any sort will be placed upon his salary,—other than what he proves himself worth.

State all particulars and salary expected in first letter, to Box 98, care Printers' Ink, 1502 Tribune Bldg., Chicago.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Bound Volumes for 1911

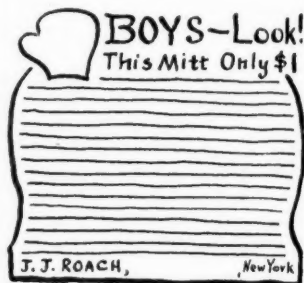
PRINTERS' INK is bound each quarter in heavy board over black cloth, with gold letters. Price \$2. Handsome, durable, serviceable.

Number is limited, so order your 1911 Bound Volumes now. Set of 4 vols. for year, \$8.

Printers' Ink

copy-writers can take a problem like that of selling a low-priced baseball mitt to boys twelve to fifteen years old and get right down to the boy plane, make them feel that the advertiser is an honest man interested in boys' games and really has a good bargain in the mitt he offers. The copy and layout shown here give a good example of effective advertisement of such an offer in a medium of the class of the *American Boy*. A great many writers, in preparing an advertisement of this sort, fail to get the juvenile spirit and use more formal language—a style better adapted to mature minds.

Some go so far as to say that copy written for Western publica-



OUTLINES A CATCHING AD FOR BOYS.

tions should be different from that written for the New England mediums, that copy written for circulation in the South should be written in a different style from that to appear principally in the North. This conclusion is rather strong when taken broadly, but is not without merit when applied to particular commodities.

It is a common saying in the advertising world that women read, with interest, more detail than men, but it is not safe to make one general classification of women nor one general classification of men. Undoubtedly some classes of men will read with interest details that other classes of men would give no attention to.

This matter of how to write

copy to fit the medium—which means, of course, how to appeal to that particular class you are trying to influence—comes back to the idea of studying as closely as possible the real people and of keeping a typical person of that class constantly in mind when you are writing. Call this psychology, common sense, or any other word that pleases—it is 'horse sense' just the same. I know one department-store man who regularly spends some of his time around in various parts of the store listening to the questions and remarks of shoppers, and he also goes out and stands in front of the windows occasionally in order to learn what attracts and impresses. He doesn't believe that the advertising man should stay cooped up in his little pigeonhole office on the top floor, and he is right.

G. C. HUBBS GOES WITH U. S. TIRE COMPANY.

George C. Hubbs, of Chicago, has been appointed advertising manager of the United States Tire Company, which, it is said, marks the first step toward the reorganization of the sales systems of four of the largest tire concerns in the country, the Hartford Rubber Works Co., Morgan & Wright, the G. & J. Tire Company, and the Continental Caoutchouc Company, all of which are constituents of the Rubber Goods Manufacturing Company, itself in turn a branch of the United States Rubber Company. Warren O. Seely will be Mr. Hubbs' associate.

Mr. Hubbs, who until recently has been associated with the Long-Critchfield Corporation, was previously advertising manager for Morgan & Wright, and subsequently handled Pierce-Racine, now the Case, Haynes, Enger and other accounts.

ANOTHER PUBLISHER SENATOR.

Luke Lea, lawyer and publisher of the Nashville *Tennessean*, was, on January 23d, elected to the Senate to succeed James B. Frazier. Mr. Lea entered the race when the Tennessee Legislature had been deadlocked for three weeks and was elected on the first ballot, receiving 68 out of 131 votes. It was predicted from the beginning that his formal entry into the race presaged his victory.

Mr. Lea is one of the youngest men elected to the United States Senate. He will be thirty-two years old next month.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world. *What they want they get!*

Do you want some of this business?

USE THE CLIPPER

—ADDRESS—

NEW YORK CLIPPER, New York City

Advertisers' Gut Book



Ideas That Hit the Mark

Unusual illustrations in one and two colors—full of life and action—1,000 catch-line suggestions.

Price 25c—and worth it.
Your book is ready.

MOONEY-DICKIE CO., Illustrators, St. Louis, Mo.

I WANT A MAN

with a knowledge of the advertising agency business who can relieve me of the detail connected with running a small but growing agency.

R. S. C., Printers' Ink

LIVE PROGRAMS IN ROCHESTER.

Four hundred and sixty advertising and business men sat down to the dinner of the Rochester Ad Club, January 26th. William H. Campbell, president, presided. The speakers were Julius Schneider, advertising manager of "The Fair," Chicago, who talked on "The next Evolution in Advertising"; Thomas Balmer, of the *Woman's World*, Chicago, who discussed "Who Is Your Customer," and Manly M. Gillam, advertising director of the New York *Herald*, who discussed everything in general, and Messrs. Schneider and Balmer in particular.

Mr. Schneider made a plea for advertising based upon a careful, scientific adaptation of specific advertising copy to special classes of consumers through carefully chosen mediums. Advertising, he said, has become more serious. It is no longer a matter of guesswork. Most of the blunders of the past have been due, said Mr. Schneider, to an attempt to bring advertising in line with the standardization which has invaded almost every phase of modern business life.

The best method of advertising, according to Mr. Schneider, is to use copy adapted to particular groups of people through the daily newspaper, which is the best advertising medium in existence.

"Scientific advertising will be a reality," said Mr. Schneider, "when every advertiser has at his elbow a complete analysis of the people, which has been compiled by an efficient organization of allied mercantile interests. Such an analysis will only be possible when merchants realize its value in a policy of accurate differentiation."

Mr. Balmer said that 75 per cent of nation-wide advertising should aim to reach the people of towns with a population under 25,000. They are consumers most neglected by some advertisers, and yet advertisers in magazines which reach them almost exclusively have secured rich returns.

Mr. Gillam did not agree with Mr. Schneider's scientific proposals nor with Mr. Balmer's ideas with regard to the consumer of the small town and the country magazine as a medium. The keynote of good advertising, he said, is to identify some striking peculiarity with a product and impress the connection on the minds of the people.

The Ad Club has a novel plan in mind for their luncheon of February 25th. On that day, joint sessions of the Rochester Ad Club and Buffalo Ad Club will be held in their respective cities. Each guest will be provided with a telephone. The Rochester Club will sing and speak to the Buffalo Club, and vice versa. This will be the first time this system of communication has ever been attempted, and will tie up five of the trunk lines of the telephone company between Buffalo and Rochester.

The dinner of the Rochester Ad Club on March 2d, at the Hotel Seneca, will have as its speakers Frederick T. Murphy, of the Mark Cross Company, of New York, who will talk on "Advertising Makes Strange Bedfellows"; G.

W. E. Hawkins, advertising manager of the N. K. Fairbank Company, Chicago, and Hugh Chalmers, president of the Chalmers Motor Car Company, Detroit. Preparations are being made for the largest dinner ever held by the club, and the guests of honor are to be entertained with a programme covering their entire stay while in Rochester. The committee in charge of the dinner is composed of C. D. Kellogg, Clarence Smith and Wellington G. Potter.

BAN ON POLITICAL ADVERTISING.

A bill placing limits of from three to ten per cent upon the amounts which candidates for election places may spend for political advertising has been introduced into the Kansas state senate. Publishers are to be prevented from soliciting political advertising. Violations are to be punished by fines of from \$100 to \$500, and forfeiture of office, if successful.

The Kimball's Dairy Farmer Company elected as directors J. Andrews, E. R. Shoemaker and H. E. Colby at its annual meeting in Waterloo, Ia., January 11th. Mr. Andrews was chosen president and manager. During the last year the advertising and circulation have doubled. According to the company, no agricultural paper in the country has ever gotten behind so big and aggressive a movement as the special dairy trains that are now running over Iowa in charge of Prof. Hugh G. Van Pelt, state dairy expert, who is also one of the editors of *Kimball's Dairy Farmer*.

The employees of the New York *World* who have been in the continuous service of that paper for the past twenty-five years or more, met in the Pulitzer Building last Tuesday and formed an organization called the *World's* Quarter Century Association. The officers elected were: President, Thomas Y. Crafts, advertising manager of the *World*; vice-president, Isaac D. White, on the reporting staff; secretary, Frank McCabe, classified advertising manager, and treasurer, William I. Shimmer, of the cashier's department.

Robert R. Lasher, of Lasher & Lathrop, paper manufacturers, of New York, addressed the Bedford Branch of the Y. M. C. A. in Brooklyn, January 18th, on "Paper in Its Relation to Advertising," describing the different kinds of paper which should be used for advertising in its various forms.

Oliver S. Hershmann, publisher of the *Pittsburg Press*, and well known among newspaper publishers throughout the country, has been appointed a member of the military staff of Governor John K. Tener, of Pennsylvania, with the rank of lieutenant-colonel. Colonel Hershmann also served on the staff of Edwin S. Stuart, Governor Tener's predecessor.

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the impression is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the coal thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

THE REAL TRUTH ABOUT THE BLOWING UP OF THE MAINE, by one who knows, in January "CUBA OPPORTUNITIES." Sample copy 10 cents, mailed. Box 1078, Havana, Cuba. L. Maclean Beers, publisher.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

BUSINESS CARDS

OUR FOLDING BUSINESS CARD is not merely a piece of folded paper, it is a Business Card. Samples free. **W. S. CHILCOTE**, Printer, 143 E. Madison Street, Chicago.

BUSINESS OPPORTUNITIES

Isle of Pines, W. I.

FOR SALE a live Weekly English Newspaper proposition, with good subscription list, steady year round advertisers and plenty of job work. Write **L. MACLEAN BEERS**, Box 1078, Havana, Cuba.

The LEONARD COIN MAILER brings the cash



These mailers are record breakers for bringing the money to you. Easy to use, safe and sure. Use them in soliciting business—it will pay big. Sample dozen 10c, postpaid; 250 for 50c, postpaid; 500 with any printing, \$1.50, 4M \$10.00, F. O. B., Detroit.

The Detroit Coin Wrapper Co.
889 Harper Ave.
Detroit

Advertising Agency For Sale.

Well established, fully equipped; small amount of capital required. Address "PROGRESS," care Printers' Ink.

IF you are "right" in any proposition conducted entirely by mail, your field is limitless—larger fortunes are made in this way than any other. I can make you an offer at this time that is positively unequalled in the annals of opportunity. For free explanation of my plans, address "SALES LETTER," 38 St. Marys St., Dayton, Ohio.

Who Wants 40%?

Well established and profitable New York agency, wishing to increase their business, has an exceptional partnership proposition for a crack-a-jack salesman who wishes to get into the game on his own account. All correspondence strictly confidential. "CONFIDENTIAL," care Printers' Ink, N. Y.

FILING CASE WANTED

Newspaper filing case wanted.

One with three or four divisions—wide oak frame. Address, **JULIUS MATHEWS**, Room 3092, No. 1 Madison Avenue, New York.

FOR SALE

FOR SALE—One Hoe Perfecting Newspaper Press, with complete Stereotyping Outfit and twelve form tables, capable of printing 4, 6, 8, 10 and 12 pages at a time, with a speed of from 10,000 to 20,000 per hour. May be seen daily in operation at our office, **CHESTER TIMES**, Chester, Pa.

FOR SALE—Two Linotype Machines, single letter, in good condition. Matrices, 7 point No. 2, also in fairly good shape. Individual motors. Machines are running every day and doing splendid work. Can be changed to two-letter machines at very little expense to purchaser. **CHESTER TIMES**, Chester, Pa.

HELP WANTED

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED—A competent solicitor and copywriter. One with backbone, grit and stickability. Must be courteous and ambitious. To such a one there is a good opportunity for advancement. He must know how to say "I will," and have no such word as "can't" in his vocabulary. Address "BOX C. H. I.," care Printers' Ink.

WANTED—AN ABLE AND EXPERIENCED advertising man to take full charge of the advertising and management of a company in Northern Ohio. Satisfactory salary to the man capable of placing a new article of undisputable merit on the market. All correspondence will be treated confidential. Address "OPPORTUNITY," care of Printers' Ink.

WANTED—AN ABLE AND EXPERIENCED advertising man of executive ability, capable of managing salesmen and placing a new article of proven merit upon the market. Salary no object to the right man who can deliver the goods. Correspondence taken confidentially. Address "DRUG SPECIALTY," care Printers' Ink.

One of the leading Dairy Papers in the country wants a man as manager at a good salary who can take part ownership if he desires. Must be an experienced, capable man. Write fully, stating salary wanted and whether or not you would consider taking an interest in the ownership. Address "BOX 74," care of Printers' Ink.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and postpaid. Send for Catalog.
Fenton Label Co., Phila., Pa.

POSITIONS WANTED

WANTED—Agency propositions. What have you? Ernest F. Morse, Luverne, Minn.

BOOKKEEPER, Stenographer, experienced and reliable, desires position with promise of advancement. Advertising school graduate. "D. P., care Printers' Ink.

Ad. Writer-Editor

Original, clever, forceful, of wide experience, wants employment. Moderate salary. Address "S. R.," care Printers' Ink.

MAIL ORDER MAN—KNOWS EVERY detail of the business. Writes strong copy, letters, catalogues. Understands layouts, type, paper and illustrations and proof reading. "MODERATE," care Printers' Ink.

HUSTLING ADVERTISING MANAGER, employed, desires same position with live publication. Business producing and executive ability on advertising experience, excellent record, age 36, married, salary \$2,100. Address "ADVANCEMENT," care Printers' Ink.

CAN YOU USE A MAN

Of ability to prepare sales producing advertisements? I am open for a position with progressive retailer or manufacturer. Will go anywhere for the right opportunity. Salary reasonable. Further information, address "BOX 31," care Printers' Ink.

POSITION DESIRED—By a young man who can *Solicit* and *Write* advertising copy superbly well, has initiative and can get the business from the fellows who never "have time." Contracts are valueless unless you can get the copy. Who needs me? "Initiative," care Printers' Ink.

A COMBINATION COPY MAN and ARTIST WHO KNOWS HIS BUSINESS

wants to join growing agency or newspaper where his combination service will be valuable. Minimum salary \$30 per week to start. Address "ARTIST," care Printers' Ink.

Thoroughly Capable American, 24.

Business producer, excellent copy writer seeking opportunity to prove capability. Address "PRODUCER," care Printers' Ink.

YOUNG MAN (27) WHO HAS BEEN employed for four years as assistant in Advertising Department of a manufacturing concern handling a proposition of National scope, desires to connect with another company in a similar capacity. Can satisfactorily explain reason for changing and can furnish recommendation as to capabilities from present employer. Salary \$1,300. "W.S.," care Printers' Ink.

YOUNG MARRIED MAN, AGE 25, WHO has made good; and is thoroughly conversant with all up-to-date office systems, desires an advertising position with future in New York City. Some practical experience; a close student of advertising, "Lord" graduate. Am willing to start low. Given the opportunity, *will make good*. "AMBITION," care Printers' Ink.

Advertising or Business Man- agement Small Daily

Wanted by active energetic and thoroughly capable American, 24, married, of excellent character. A business producer, and proficient copy writer. Address "BOX 114," care of Printers' Ink.

What Profiteth It a Man

If he have the best "copy," the best booklets, the best form letters—and no system, no properly developed selling plans—no method of meeting half-way the half-way converted "ultimate consumer?"

A seasoned Advertising-plus-Salesmanship man, who has made a record of "making good," wants position in a manufacturing concern that is willing to make more money in 1911 than it made in 1910.

Selling plans, copy preparation, booklets, posters, signs, car cards—AND their proper presentation to YOUR buying public—in the right way—at the right time—where and when the goods can be bought—this is the service I am offering.

Exceptional references. Reasonable salary. For further information and interview, address "AD-MAN," care R. 713 Tribune Building, New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N.Y.

TRADE MARK WANTED

WE want a good trade name for our hams, bacon and sausages. To get the best results we have decided to offer a cash prize of twenty-five dollars for the accepted suggestion. Competition will close and prize be awarded March the first. OSCAR F. MAYER & BRO., 1241 Sedwich Street, Chicago, Illinois.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1909, 30,628. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average June, 1910, 17,640 dy; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.

Montgomery, *Journal*, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, *Post*, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,988.

This absolute correctness of the latest circulation rating accorded the Denver *Post* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, *Morning Telegram*, daily average for Dec., 1910, sworn, 13,861. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c.

New London, *Day*, ev'g. Average 1910, 6,892. Makes New London a one paper city.

Norwalk, *Evening Hour*. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, *Republican*. Average for 1909, Daily, 6,661; Sunday, 7,031.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., month of Sept., 1910, 51,792 (© ©).

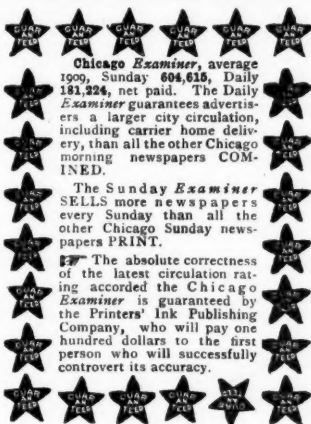
ILLINOIS

Champaign, *News*. Leading paper in field. Average year 1910, 5,154.

Joliet, *Herald*, evening and Sunday morning. Average for 1910, 7,551.

Peoria, *Evening Star*. Circulation for 1910, 21,143.

Springfield, *Evening Gazette*, average circulation for 1908, 1,409; 1909, 5,122; 1910, 5,144.



Chicago *Examiner*, average 1909, Sunday 604,616, Daily 181,324, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, *Tribune*. Sworn average 1910, 11,786. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 2,009 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. D. av., '09, 6,672. Sunday, 7,802. Week day, 6,697. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1910 net paid 48,334.

MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,163. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 5,440. Last 3 months of 1910, are 5,947.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,265.

MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos. '10, 79,384; Sun., 103,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, **\$2,406**. For Jan., 1911, **\$0,292**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)

1910, **183,720**—Dec. av., **188,543**.

Sunday

1910, **361,878**—Dec. av., **330,717**.

Advertising Totals: 1910, **7,922,108** times

Gain, 1910, **586,831** lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, *Daily Post*. Gained last year **56,479** copies per day. The *Boston Sunday Post* gained last year **42,717** copies per Sunday comparing January with January. Jan., 1911, averages: The *Daily Post*, **331,477**; The *Sunday Post*, **300,819**.

Human Life, The Magazine About People. Guarantees and proves over **160,000** copies monthly. *Lawrence, Telegram*, evening, 1910 av. **8,843**. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1907, **18,532**; 1908, **16,396**; 1909, **16,539**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, *Evening News*. Actual daily average for 1910, **13,763**.

Worcester, *Gazette*, evening. Av. '10, **17,802**. The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. **80,000**.

★ Jackson, *Patriot*, Aver. year, 1910, daily **10,720**, Sunday **11,619**. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **23,806**.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, **103,916**.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



CIRCULATIN

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, **91,260**. Average circulation of Sunday *Tribune* for same period, **81,523**.



by Printers' Ink Publishing Company

Minneapolis, *Journal*, Daily and Sunday (©). In 1910 average daily circulation evening only, **77,348**. In 1910 average Sunday circulation, **80,655**. Daily average circulation for Dec., 1910, evening only, **77,037**. Average Sunday circulation for Dec., 1910, **81,849**. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



Minneapolis, *Svenske Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, **54,485**. A.A.A.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1910, **125,109**.

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly. **140,231** for year ending Dec. 31, 1910.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1910, **141,048**.

NEW JERSEY

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c—'07, **20,270**, '08, **21,326**; 2c—'09, **19,062**; March, '10, **20,363**.

NEW YORK

Albany, *Evening Journal*. Daily average for 1909, **16,921**. It's the leading paper.

The Brooklyn *Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, **54,558**.

Buffalo, *Courier*, morn. Ave., '10 Sunday, **86,727**, daily, **46,284**; *Enquirer*, evening, **32,278**.

Buffalo, *Evening News*. Daily average for 1908, **94,033**; 1909, **94,307**, 1910, **94,232**.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1910, **6,104**.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, **6,718**. Circulates throughout Hudson Valley. Examined and certified by A.A.A.



NEW YORK CITY

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, **25,903** (©).

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,541**; August, 1909 issue, **20,000**.

The World. Actual average, 1910, Morning, **362,108**. Evening, **411,330**. Sunday, **467,664**.

Poughkeepsie, *Star*, evening. Daily average year, 1909, **5,013**; 1910, **5,710**.

Schenectady, Gazette, daily. A. N. Liecety. Actual average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average July, Aug., Sept., 14,371. Sheffield Sp. Ag'cy, Tribune Bldg., N.Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,453; Sunday, 40,922.

Troy, Record. Av. circulation 1910, (A.M. 5,102; P.M., 17,687) 22,789. Only paper in city which has permitted A.A.A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, 2,583.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

NORTH CAROLINA

Charlotte, News. Evening and Sunday. Aver., 1909, 7,346. Leads all evening papers in two Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, Nordaund. Norwegian weekly. Actual average for 1909, 9,460.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Dec., 1910, 86,694 daily; Sunday, 119,076. **Youngstown, Vindicator**. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OREGON

Portland, The Evening Telegram is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 153 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the year of 1910 it shows a gain over 1909 of 64,861 inches, equal to 3,243 columns, or 465 pages. The foreign advertising gain was 2,435 inches and the classified 14,125 inches. Sworn average circulation for Dec., 1910, 31,311.

PENNSYLVANIA

Erie, Times, daily. 21,269 average, Dec., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Johnstown, Tribune. Average for 12 mos. 1910, 13,228. July, 1910, 13,463. Only evening paper in Johnstown.

Philadelphia, Confectioners' Journal, mo. Average 1908, 8,817; 1909, 6,822 (©©).

Washington, Reporter and Observer, eve. and morn. Circulation for October, 1910, 12,936.

West Chester, Local News, daily. W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,155 net in two years. **York, Dispatch and Daily**. Average for 1910, 18,767.

RHODE ISLAND

Pawtucket Evening Times. Average circulation 12 mos. ending Dec. 31, '10, 19,328—sworn.

Providence, Daily Journal. Average for 1910, 22,783 (©©). Sunday, 30,771 (©©). **Evening Bulletin**, 48,323 average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,423.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1909, 8,311. July, 1910, 6,964.

TEXAS

El Paso, Herald, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Av. 1910, 5,625. Examined by A.A.A.

Burlington, Free Press. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, Argus, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A. **St. Albans, Messenger**, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA

Danville, The Bee. Aver. Nov., 1910, 4,097; Dec., 4,178. Largest circulation. Only eve. paper.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 cir. of 64,741 daily, 84,203 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 Times beat its nearest competitor 2,756,064 lines.

Tacoma, Ledger. Average year 1910, daily, 18,967 Sunday, 27,348.

Tacoma, News. Average for year 1910, 19,212.

WISCONSIN

Janesville, Gazette. Daily average, Dec., 1910, daily 5,642; semi-weekly, 1,810.

Madison, State Journal, daily. Actual average for Jan., 1910, 5,960.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,776. The *Evening Wisconsin* is pre-eminently the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.).

Milwaukee, The Milwaukee Journal, (eve.) Daily circulation for 12 mos., 82,943. Flat rate 7c per line. The *Journal* goes to over 60% of Milwaukee homes. D. C. Bertolet, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdell, 366 Fifth Avenue, N. Y. City.

Oshkosh, Northwestern, daily. Average for year 1910, 10,052. Examined by A. A. A.

Racine, Daily Journal. Dec., 1910, circulation, 5,617. Statement filed with A. A. A.

The Wisconsin Agriculturist

Racine, Wis. Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average year, 1909, daily, 5,125; semi-weekly, 4,994.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Av. craze for 1909, daily, 40,890; daily Dec., 1910, 60,606; weekly 1909, 27,050; Dec., 1910, 24,144.

Winnipeg, Der Aermawest. Canada's National German weekly. Av. 1910, 18,484. Rates 56c in Winnipeg, *Telegram*, dy. av. Nov., '10, 34,391, (Saturday av., 37,537). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal, La Presse. Daily average for November 1910, 101,139. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE *Indianapolis Star* is the leading "Want Ad" Medium of the State. Only Sunday paper. Rate 1 cent per word. **THE INDIANAPOLIS STAR**, Indianapolis, Ind.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Boston Globe*, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATING



by Printers' Ink Pub. Co.

THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ended Dec. 31, 1910, 2,613,483 lines of classified advertising. Rates: 1 cent a word, cash with order;—10 cents a line, where charged—daily or Sunday.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Dec., 1910, amounted to 147,980 lines; the number of individual ads published were 18,670. Eight cents per agate line charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 36,067. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Island Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO) Reaches the textile mills. 6,000 guaranteed circulation. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions Dec., 1910, sworn net average, Daily, 81,213; Sunday, 168,087.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

TENNESSEE.

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over 80,000; weekly, over \$3,000.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and The Evening Mail. Circulation 18,768, Flat rate.

Business Going Out

B. F. Avery & Sons, Louisville, Ky., manufacturers of agricultural implements, have just inaugurated a campaign throughout the Southern states. Agricultural papers and weekly editions of dailies are being used. H. W. Kastor & Sons, St. Louis, are placing the advertising. Seventy-line display copy is being used.

Reed & Sons Piano Company, Chicago, is sending out orders to a big list of mail-order papers for February and March. One hundred and eighteen-line copy is being used. Orders are going out through H. W. Kastor & Sons, same city.

The 'Frisco Lines are conducting a four months' campaign in a selected list of farm papers published in the Middle West, advertising the Ozark country. Large display copy is being used. The business is going out through the Gardner Adv. Company, St. Louis.

Steinmesch & Co., St. Louis, Mo., manufacturers of poultry foods and supplies, are using a big list of mail-order farm papers, and a few magazines. One-inch copy is being used. The advertising is going out through the St. Louis office of the Chas. H. Fuller Company.

Burton Parker, advertising manager and publicity director of the Willys Overland Company, of Toledo, announces that Martin V. Kelly, manager of the Detroit office of the Charles H. Fuller Company, will in future handle the Willys Overland advertising account, which last year ran considerably over \$400,000 for newspapers, magazines and trade papers.

The Loudon Machinery Company, Fairfield, Ia., is sending out orders through the New York office of the J. Walter Thompson Company, advertising steel stanchions, litter-carriers and hay forks. Seventy-line copy is being used in a big list of farm papers.

Renewals for the advertising of Curtis & Cameron, Boston, manufacturers of Copley Prints, are going out to a list of leading magazines. The business is handled by Wood, Putnam & Wood, Boston.

Sherman & Bryan, Inc., of New York and Chicago, will prepare and place the magazine advertising of L. Goldsmith & Son, of Newark, N. J., makers of "G. & S. Never-Break" trunks.

Blumenstock Bros. Adv. Agency, of St. Louis, is sending out sixty-line copy for the Swope Shoe Company, of St. Louis, in a number of national magazines.

Blumenstock Brothers Adv. Agency, of St. Louis, is sending out 90- and 100-line copy for the Stix, Baer & Fuller D. G. Company, of the same city, to national magazines, including *Ladies' Home Journal*, *Woman's Home Companion*, *Butterick Trio*, *Modern Priscilla* and other mail-order mediums. This campaign will start in the March issues.

The Stafford-Miller Company, St. Louis, advertising "Carmen" Powders, is conducting an extensive campaign in daily newspapers and high-grade weeklies. Four hundred-line copy is being used in a selected list of metropolitan dailies published in the Middle West, and seventy-five lines in weeklies. H. W. Kastor & Sons, same city, are placing the account.

H. W. Kastor & Sons, Chicago, will shortly begin a campaign for the Great Central Tailoring Company, same city. Thirty-eight-line display copy will be used in a list of mail-order papers and weeklies of national circulation.

The Gardner Advertising Company, St. Louis, will shortly send out copy and orders for J. F. Gregory, same city, advertising "Magic Fish Lure." Small copy will be used in a big list of mail-order papers and farm journals.

The Embroidery Importing Company, St. Louis, advertising for agents, is using a big list of mail-order publications and women's papers. Orders and copy for twenty-one lines display are going out, through H. W. Kastor & Sons, same city.

F. A. Gray Advertising Company, Kansas City, is sending out orders to magazines, high-grade weeklies, and a few weekly editions of dailies for the Harris-Goar Company, same city, advertising watches on the mail-order plan. Ninety-lines display is being ordered for March issues.

The United Factories Company, Kansas City, is using a big list of mail-order papers and weeklies of dailies, advertising for agents. One-inch display copy is being used. Orders are going out through H. W. Kastor & Sons, same city.

The Lloyd Chemical Corporation, St. Louis, is using 210 lines in a big list of dailies and weeklies of dailies, advertising a consumptive cure, through H. W. Kastor & Sons, same city.

Alexander, Kansas City, Mo., manufacturer of hair goods, is advertising in a selected list of high-grade women's publications. Thirty lines display is being ordered for February numbers.

FARM PAPERS, OBSERVE!

R. S. B. WASHINGTON.
Real Estate and Fire Insurance.
EL PASO, TEXAS, Jan. 26, 1911.

Editor of PRINTERS' INK:

I am desirous of reaching the farming class throughout the states of Nebraska, Iowa and Missouri, in regard to their purchasing and farming the lands which will be irrigated by the waters from the Rio Grande after the Elephant Butte Dam is completed.

Will you kindly give me the names of the best advertising medium in the way of some farming journal which will reach the most farmers in the above-named states.

Thanking you in advance for a prompt reply, I beg to remain,

R. S. B. WASHINGTON.

The Virginia Carolina Chemical Company is sending out 1,400 lines to all leading Southern dailies and agricultural journals, to run three months. Contracts have already been sent out through the Freeman Advertising Agency, Richmond, Va. The same agency is also handling the accounts of the King Seed Company and King Weeder Company, of Richmond, which are advertising their lime spreaders and harrows in farm journals throughout the United States.

The Home Canner Company, manufacturers of canning outfits, is sending out fourteen-line advertisements, to run for six months in farm journals covering the United States. Business is being placed through the Freeman Advertising Agency, Richmond, Va. The Modern Specialty Company, also, is using twenty-one-line advertisements in leading woman's publications through the service of the Freeman Agency.

Fred S. Clark, who for a number of years was general manager of Cook's Flaked Rice Company, has gone into the mail-order business, and is placing one and two-inch copies through Levine & Bradt, in a selected list of the large dailies, and a few of the leading monthlies, advertising "Om," a fingernail whitener and polisher, a dry Oriental perfume, and a boudoir cap, that perfumes hair while one sleeps. His laboratory is at 339 West Forty-first Street, New York.

Mr. Shumway, of the F. P. Shumway Company, Boston, is considering publications for the advertising of the Pacific Mills. This agency is handling an appropriation for the Roper Motor Speedometer. Mr. MacNichol, of this agency, has secured an appropriation for the 1911 campaign of the Cooper Underwear Company, Bennington, Vt. Orders are going out to a list of general magazines.

H. W. Kastor & Sons, St. Louis, are sending out copy and orders to a list of mail-order publications for the Adler Organ Company, Louisville, Ky., advertising organs on the mail-order plan. One-hundred-line display copy is being sent out to start with February issues.

Orders for standard magazines and mail-order papers generally are being issued from the Leven-Nichols Advertising Company, Chicago, for the advertising of the King Tailoring Company, Milwaukee, Wis. Magazines are receiving orders for the advertising of the Harley-Davidson Manufacturing Company, Milwaukee, Wis., through the same agency, which also is placing the advertising of Della Carson, beauty specialist, Chicago, in an extensive list of newspapers, mail-order and agricultural publications; and the advertising of the American College of Mechano-Therapy, Chicago, in a very extensive list of standard magazines, mail-order and agricultural publications.

The Cleveland Office of the J. Walter Thompson Company is sending out orders for the A. H. Heisey Company, Newark, Ohio, advertising Diamond "H" table glassware. This is the first time a glass manufacturer has undertaken national advertising for table glassware. The Heisey Company contemplate quite an extensive campaign to popularize their Diamond "H" brand.

The Cleveland office of the J. Walter Thompson Company is sending out some very attractive advertisements for La Vogue Suits and Coats, manufactured by the John Anisfield Company, Cleveland, Ohio. Full pages will be used in the *Ladies' Home Journal*, and column advertisements in the *Woman's Home Companion*, *Delineator*, *Designer*, *New Idea*, *Woman's Magazine*, and other leading women's publications.

The E. Myers Lye Company, St. Louis, has recently begun an extensive campaign in a big list of agricultural papers and weeklies of dailies published in Missouri, Kansas, Oklahoma, Arkansas, Kentucky, and Tennessee to advertise "Merry War Lye" as a preventive for hog cholera. One hundred and fifty-line copy supplemented by full pages in the farm papers is being used. H. W. Kastor & Sons, same city, are placing the advertising.

Freund Brothers & Co., 435 Broome street, makers of the No-Sag Ladies' Bag, will use a selected list of women's publications, and will co-operate with their dealers for local publicity to further popularize the already famous No-Sag Bag. This business is being placed by the H. Sumner Sternberg Company, 12-14 West Thirty-second street, New York City.

The Missouri, Oklahoma & Gulf Railroad, Kansas City, has just launched a campaign in standard magazines, high-grade weeklies and the weekly editions of dailies in the Middle West, advertising agricultural and industrial advantages of the country through which it runs. One hundred and twelve-line display copy is being ordered through the H. W. Kastor & Sons Adv. Company, same city.

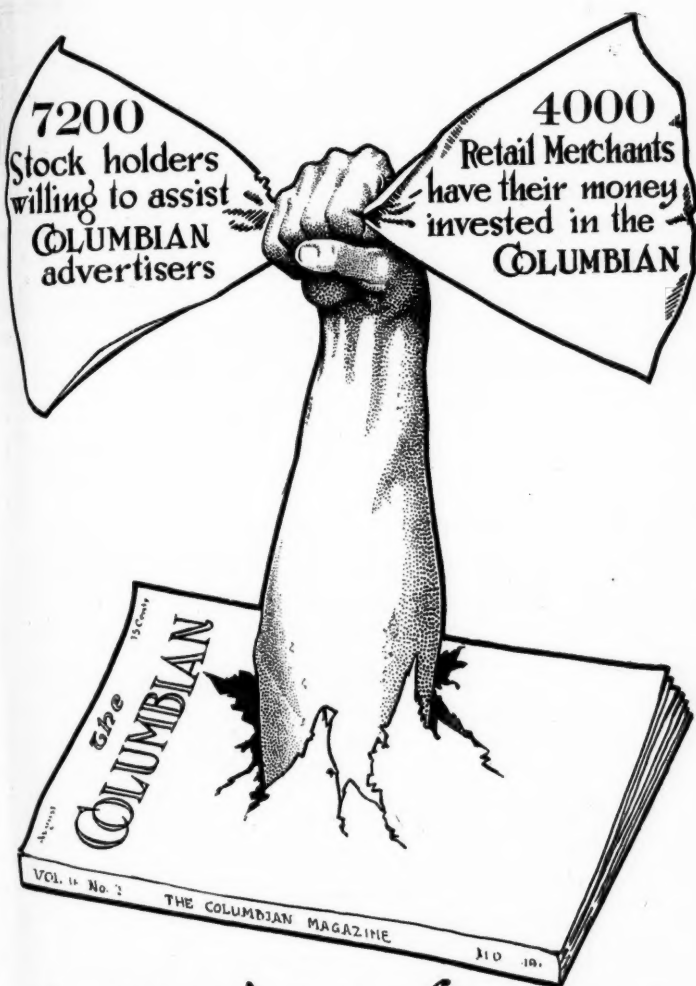
The Cleveland office of the J. Walter Thompson Company is sending out a new schedule of advertising for the Jahant Heating Company, Akron, O.

Table of Contents

PRINTERS' INK

February 9, 1911

"Between the Lines" in Advertising Copy.....	<i>Roy W. Johnson</i>	3
How Oleomargarine Might Be Advertised.....	<i>J. George Frederick</i>	10
The Practice of Advertising Honestly.....	<i>Allen Walker</i> Advertising Manager, H. W. Gossard Co., Chicago.	17
The American Magazine Under New Ownership.....		20
The Post-Office and the Right to Refuse Advertising.....	<i>Geo. O. Glavis</i> Former Executive in Classification Department, P. O. Department, Washington.	25
The Great White Search.....	<i>J. M. Watson</i>	28
Shall Advertising Come Under Pure Foods Law?.....		30
Reaching Consumers Through Non-Consumers.....	<i>William Allen Johnston</i>	33
The Toppling of the "Reading Notice" Fallacy.....	<i>H. F. Henderson</i>	38
Better Corporation Relations With Public.....		41
Kellogg Convention Upholds Price Maintenance.....		44
Mr. Bowers' Idea of Uniform Profit Defended.....	<i>Arthur J. Zellner</i> Advertising Manager, Duke C. Bowers.	46
The Campaign for Legal Protection Against Advertising Deceit.....	<i>S. C. Lambert</i>	48
The Parcels Post as a Ginger-Up for Dealers.....	<i>Julius P. Balmer</i>	54
Magazine Copy that Strikes Home.....	<i>H. M. Bourne</i> Advertising Manager, "Liquid Veneer" Products, Buffalo.	59
"Success" Remains With "National Post" Company.....		66
Samples and Prizes as Distribution Winners.....		68
Should Advertising Agents Receive Retaining Fees?.....	<i>Dr. Berthold A. Baer</i>	70
How Financial Advertising Produces Results.....	<i>A. J. Beane</i> Boston News Bureau, Advertising Agency Department.	74
Advertising Bromidioms.....	<i>C. Z. Daniel</i> Advertising Manager, Black's Department Store, Birmingham, Ala.	78
Grocery Trade Press Convention.....		79
Growth of Advertising Club Movement.....	<i>Herbert S. Houston</i> Chairman Executive Committee, Associated Advertising Clubs of America.	80
A Turning Point in Electrical Advertising.....	Advertising Expert, Associated with Noted Electrical Firm.	81
Editorials		86
Is There a "Saturation Point?"—Are False Circulation Claims Post-Office Frauds?—Progress in Public Service Relations—A Study of Emphasis in Advertising.		
February Magazines		91
"Printers' Ink's" Four-Year Record of February Advertising.....		94
The Little Schoolmaster's Classroom.....		97
Business Going Out.....		104



The Strong Arm of Business
COLUMBIAN MAGAZINE

What Printers Ink says,
about the new advertising
manager of St Nicholas is
true. He is a good one.
He knows more about
St Nicholas than you
do. He was "raised"
on it. He will tell
you. Give him a chance

Listen